

SEPTEMBER • 1956

A MCGRAW-HILL PUBLICATION • 75 CENTS

Electrical Merchandising



**TV
TODAY**



One Look Inside will show you why...



APEX SPIRAL DASHER outperforms ordinary agitators... gives you a completely exclusive feature to sell!



Here's the automatic washer that can give a big lift to your home laundry appliance sales program! The new Apex Spiral Dasher Automatic Washers are the finest vane-agitator automatics available, yet unusually low-priced to bring more customers into your store!

Exclusive features include the famous Apex Spiral Dasher that provides a much greater washing area than ordinary agitators. Safe, thorough, gentle Jet Washing Action cleanses large family-size loads or a handful of dainty garments. And there's a durable, stay-clean Fibre-Glass tub that won't chip, rust or stain. Available with Suds-Keeper, Low-Pressure Water Fill Setting, plus many additional features!

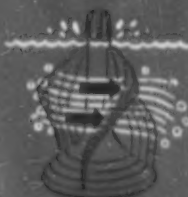
Two Apex Spiral Dasher models, two Apex Wash-A-Matics and three matching dryers (gas or electric) give you the world's most advanced home laundry appliance line. Get complete full-profit sales plan details now!

APEX HOUR-SAVING APPLIANCES

APEX ELECTRICAL MANUFACTURING CO.
1070 E. 152nd Street • Cleveland 10, Ohio

AUTOMATIC WASHERS • AUTOMATIC DRYERS
WRINGER WASHERS • DISHWASHERS • HOME CLEANERS

HERE'S HOW THE *Exclusive* APEX SPIRAL DASHER WORKS TO GET CLOTHES CLEANER, FASTER, MORE GENTLY...



SPIRAL DASHER PERFORATIONS... on each forward and reverse movement of the Spiral Dasher, water rushes through perforations, drawing clothes to cleaning vanes.



SPIRAL DASHER CLEANING RIDGES... on each stroke of the Spiral Dasher, the numerous ridges gently rub the clothes, flexing them, opening the weave and forcing out the dirt.



SPIRAL DASHER SPREADER CUPS... Spreader Cups at bottom and top of vanes move the clothes outward, opening and wringing garments. No bunching, tangling!



LOW-WATER-LEVEL SETTINGS permit filling to two-thirds of capacity for washing 4-6 pounds of clothes, or one-third of capacity for washing a handful of delicate fabrics.

Electrical Merchandising

A
McGraw-Hill
PUBLICATION

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ELECTRICAL MERCHANDISING



September, 1956

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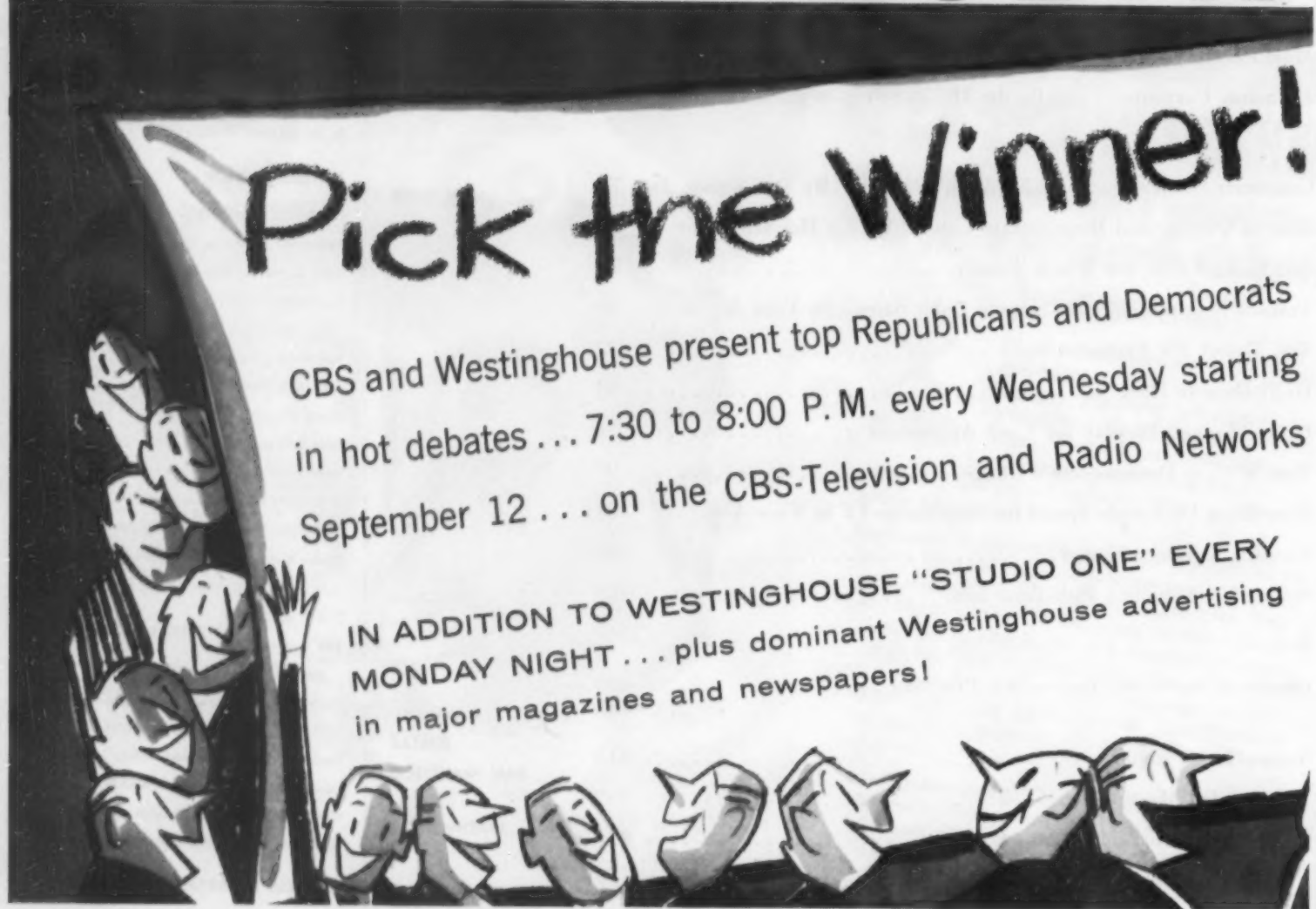
SAN FRANCISCO

WESTINGHOUSE SUPPORTS ITS DEALERS
STARTING SEPTEMBER 12—ROUND 2 OF
8 HISTORY MAKING WEDNESDAY

Pick the Winner!

CBS and Westinghouse present top Republicans and Democrats
in hot debates ... 7:30 to 8:00 P.M. every Wednesday starting
September 12 ... on the CBS-Television and Radio Networks

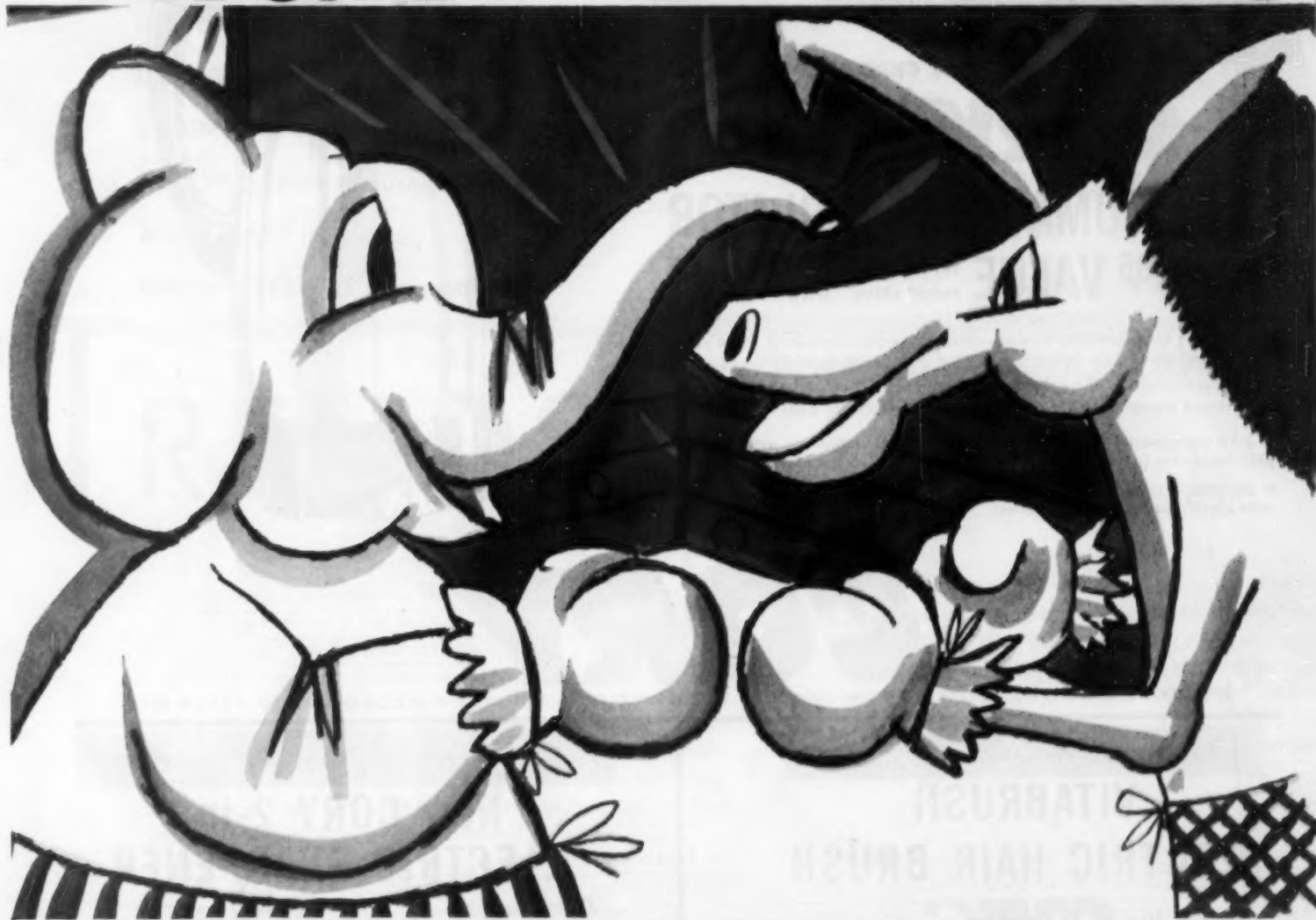
IN ADDITION TO WESTINGHOUSE "STUDIO ONE" EVERY
MONDAY NIGHT ... plus dominant Westinghouse advertising
in major magazines and newspapers!



Right after the sales-booming convention broadcasts ...
more high-powered Betty Furness demonstrations to over
60,000,000 people! More Selling Support for Westinghouse
Laundry Equipment ★ Refrigerators ★ Ranges ★ Dishwashers
★ Portable Appliances ★ Television and Radio Sets!

WITH ONE SUCCESS AFTER ANOTHER!
WESTINGHOUSE "OPERATION LANDSLIDE"

-NIGHT BATTLES



Plus this nationally-featured "CAMPAIGN SPECIAL" TRAFFIC BUILDER

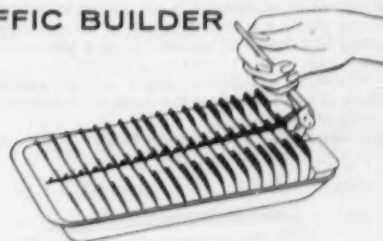
DELUXE ICE-SLICE TRAY

Popular new idea in ice trays!
Makes 38 wafer-thin slices of ice
that cool drinks faster... are easier
to remove. Gold finish anodized
aluminum for lots of eye-appeal.

A recognized \$3.50 value!

CAMPAIGN SPECIAL

\$1.18



PRE-SOLD BY BETTY FURNESS ON TELEVISION... FEATURED IN WESTINGHOUSE NEWSPAPER ADVERTISING

WATCH WESTINGHOUSE

WHERE **BIG THINGS** ARE HAPPENING FOR YOU!



Put 'em out! They'll pick 'em up--fast!

3 NEW CORY SELF-SELLERS!

First time ever!

SENSATIONAL NEW CHROME 3-10 CUP

CORY® *Capri*
AUTOMATIC PERCOLATOR

\$24⁹⁵ VALUE for volume AT **\$19⁹⁵**
retail sales ONLY



Great news for promotion minded—volume conscious retailers! Here's a brand new BIG VALUE, beautifully styled, fully automatic percolator—for you from Cory! Full 3-10 cup capacity—plus sales features galore! See it—examine it—you'll want to stock it and promote it. It's the greatest new percolator deal of the year!

- 3-10 cup capacity—a truly all purpose percolator—for family and party use!
- Fast automatic action. Starts perking within 45 seconds from cold water start!
- Beautifully styled in sparkling chrome, with black plastic handle and base!
- Outstanding features—outstanding style, performance, price!

CORY®

CORY CORPORATION, 3200 WEST PETERSON AVENUE, CHICAGO 45, ILLINOIS

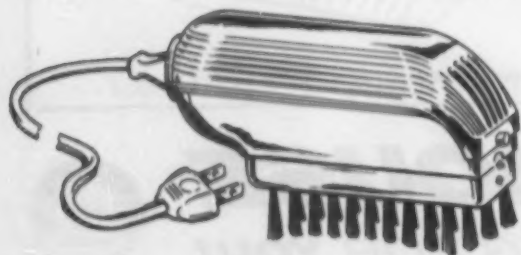
Great New Appliance Idea!

VITABRUSH
ELECTRIC HAIR BRUSH
by **CORY**®

Here's an unusual appliance that will appeal to both men and women! It's a high quality electric hair brush that reduces the conventional tedious 100 strokes of brushing to a matter of seconds—gives a professional scalp massage right at home!

The VITABRUSH is beautifully styled and gift packed—sure to appeal to the millions of men and women that know the importance of regular and healthful brushing of hair!

It's a wonderful, new, and different gift idea—and a practical, useful appliance!

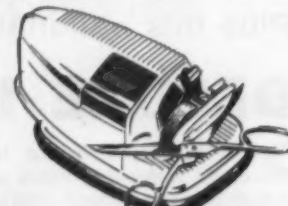
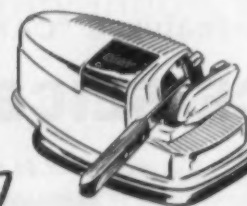


The Perfect Gift for Him and Her!

New CORY 2-in-1
ELECTRIC SHARPENER

Sharpens his
knives in a Z-Z-Z-Z-Z!

Sharpens her
scissors in a Z-Z-Z-Z-Z!



Here it is!—the new Cory electric knife and scissors sharpener you've been waiting for! It puts a professional edge on every blade—from his big butcher knife to her tiny embroidery scissors!

All you do is plug the Cory in, pull the blade through—zzzzt, zzzzt—and the knife or scissors are sharpened just right. Can't harm blades because ingenious guide slots hold them at the proper angle—20 degrees for knives, 12 degrees for scissors. And the motor stops if blades are pressed too hard.

This new Cory 2-in-1 Electric Sharpener is a really rare find—the perfect gift!

**SELL
'EM
ALL!**

Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR
SALES , factory, appl.-radio-TV index (1947-'49 = 100)	162	157	170	0.3% UP
DEBT consumers owe to appl.-radio-TV dlrs. (\$millions)	275	273	279	1.6% DOWN
FAILURES of appl.-radio-TV dealers	25	28	20	17.9% FEWER
RETAIL SALES total (\$billions)	16.0	15.9	15.3	3.6% UP
DEPT. STORE sales index (1947-'49 = 100)	126	124	124	4.4% UP
DISPOSABLE INCOME annual rate (\$billions)	284.8	280.2	268.5	6.8% UP
LIVING COST index (1947-'49 = 100)	116.2	115.4	114.4	0.7% UP
SAVINGS of consumers, annual rate (\$billions)	20.5	18.6	16.7	23.3% UP
HOUSING starts (thousands)	104.0	108.0	134.5	18.6% DOWN
AUTO output (thousands)	449.0	430.1	660.0	25.9% DOWN
UNEMPLOYMENT (thousands)	2,833	2,927	2,471	4.5% BETTER

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

TRENDS

Announcements of price increases on appliances have been coming through piece-meal but before the summer is out the pattern will be general throughout the industry.

That's obvious from the announcements made so far. Admiral, for example, in announcing price boosts on three refrigerators noted frankly that "the company plans to announce shortly other price boosts on refrigerators, freezers and electric ranges." In a similar vein, Maytag announced that prices had been raised on two wringer washers and that "the need for possible price increases" on other products was "now being studied carefully."

You can't put all the blame for these price hikes on the steel settlement. A Kelvinator spokesman summed up the industry's plight when he said that his firm was still studying the impact of the steel price increases but that "known increases in such factors as cost of components, freight charges, improvement factor and supplementary unemployment benefits would justify appliance price hikes of three to four percent by themselves."

Real evidence of this can be seen in the number of appliance price increases announced even before the end of the steel strike. To a certain extent appliance makers were anticipating higher prices for steel (non-striking steel firms had already raised prices). But higher material and production costs over the past several years made it impossible to hold the line any further. The steel strike may have triggered the current price hikes on appliances but it was not completely responsible for the increases.

What about the future? The steel contract covers a three year period and calls for wage increases in both the second and third years, too. Will these future increases mean higher prices? Not

necessarily, says, the McGraw-Hill Dept. of Economics. "Only in the first of three years is the wage increase clearly much greater than the rise in productivity. Taken alone, the steel wage settlement doesn't inevitably mean much higher steel prices after this first year. But, of course, it isn't taken alone . . . The companies take the position that they must have a further increase in the price of their products to handle their program of expansion and improvement of their producing facilities."

There's a definite trend toward franchising fewer dealers. But don't look for any sudden move by manufacturers in this direction.

The whole subject jumped back into the news again last month when Westinghouse officials revealed that the firm will soon begin streamlining its dealer structure. The company now has about 13,000 dealers — and that's too many, company officials say, in view of the fact that a relatively small number of these dealers contribute the bulk of sales.

This isn't news. The first comment of one big appliance maker when asked about the Westinghouse move was simply that such action has been going on for some time. But the process of cutting down on the number of dealers has been a gradual one — and for good reason. It isn't easy to whittle down an existing dealer structure. One manufacturer puts it this way: "When you've already got too many dealers you can't just throw some of them to the four winds. Personal relationships enter the picture. Some small, relatively unproductive dealers may have shown outstanding loyalty

(Continued on page 6)

more fall profits with the skillet that has more features!

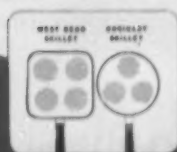


WEST BEND

automatic skillet

EXCLUSIVE VENTED COVER

Vent-type knob for browning chicken halves, roasts, fried potatoes and similar foods.



LARGE AREA — EXTRA CAPACITY
11" x 11" — 32 1/2 qt.



CONTINUOUS POURING LIP
around all four sides



IMMERSIBLE HEATING UNIT

In the fall turn your customer's fancy to the skillet that offers more extra features, more exclusive features — vented knob, balanced, even heat, and continuous pouring lip around all four sides. Count all the other fine features, too — cooking guide, immersible heating unit, square shape for extra area, high sides for extra volume, and exact automatic heat control — that have placed the West Bend Automatic Skillet really in demand this year. You, too, can feature the skillet this fall that offers more-for-the-money to your customers.

DEPT. 189

WEST BEND

WEST BEND ALUMINUM CO.

WEST BEND, WISCONSIN

TRENDS continued

over the years. You can't use a mathematical formula to cut these fellows off. That's why we've been paring — not slicing — our dealer organization."

One manufacturer was quick to point out that the distributor, not the manufacturer franchises dealers. But he admits that if the distributor asks help from the manufacturer in making a market analysis of a given area the result is almost inevitably a recommendation that the distributor should concentrate on fewer and better dealers.

It's obvious, of course, that this trend is not universal. Some firms still believe in heavy franchising. Others are attempting to build up their dealer structure and in the process are adding new dealers.

It's obvious that many dealers approve of any move to limit franchising. Most retailers have long contended that they deserve more franchise protection. Limiting the number of dealers is the first and probably most important step in that process.

What's a dealer's best defense against losing his franchise? The answer seems clear. General Electric, for example, has been reminding dealers that "it's important to be important." Since manufacturers are basing their decision to trim dealer structures on the big share of business done by a relatively small percentage of dealers

(Continued on page 10)

MANUFACTURERS' SALES

Electric Housewares, NEMA Members Only, Not Industry		1956 (Units)	1955 (Units)	% Change
BED COVERINGS	June	95,966	91,845	+ 4.49
	6 Mos.	372,230	252,888	+47.19
COFFEE MAKERS	June	250,543	170,498	+46.95
	6 Mos.	1,381,624	1,018,295	+35.68
CORN POPPERS	June	23,624	14,337	+64.78
	6 Mos.	110,510	95,726	+15.44
FRYERS, DEEP FAT	June	6,264	11,085	-43.49
	6 Mos.	45,663	81,126	-43.71
HEATERS, PORTABLE:				
Convecter & Radiant	June	2,157	1,458	+47.94
	6 Mos.	16,917	9,233	+83.22
Fan-Forced & Fan-Heaters	June	32,580	34,799	- 6.38
	6 Mos.	108,647	97,536	+11.39
HEATING PADS	June	211,915	170,517	+24.28
	6 Mos.	674,424	600,990	+12.22
HOTPLATES	June	24,151	27,722	-12.88
	6 Mos.	149,884	164,416	- 8.84
IRONS:				
Traveler	June	29,632	22,242	+33.23
	6 Mos.	112,707	88,998	+26.64
Standard	June	136,780	129,236	+ 5.84
	6 Mos.	849,294	737,841	+15.11
Steam & Steam Attachments	June	369,236	578,790	-36.21
	6 Mos.	1,735,399	1,658,984	+ 4.61
Non-Automatic	June	3,054	6,835	-55.32
	6 Mos.	25,897	33,816	-23.42
TOASTERS:				
Automatic	June	214,086	185,028	+15.70
	6 Mos.	904,131	795,934	+13.59
Non-Automatic	June	12,934	12,720	+ 1.68
	6 Mos.	84,580	82,155	+ 2.95
WAFFLE IRONS & GRILLS:				
Waffle Irons & Sandwich Grills	June	41,261	30,161	+36.80
(Combination Units)	6 Mos.	219,111	258,716	-15.31
Single Units	June	3,033	3,697	-17.96
	6 Mos.	21,361	20,284	+ 5.31

FIRST IN SALES

Same Short Story

...long on results*

*more profit for you

- Hoover is the best known name in cleaners. (ask your wife—and your mother)
- Hoover makes America's finest cleaners. (ask the women who own 'em)
- More women want a Hoover Cleaner than any other brand. (our survey and we didn't change the answers)
- Hoover saves you servicing problems with an efficient network of service stations. (what a load off your neck!)
- Hoover margins are among the top in the industry. (holds true for the whole Hoover line)

Aren't you glad you're on the Hoover team? If you aren't, why not join up now?

Constellation

the cleaner that walks on air

Follows the little woman around the house under its own air power. No pulling. No tugging. She just guides the new 3-wheel nozzle over both rugs and floors.

Citation

world's finest upright cleaner

The cleaner that loves rugs best. Doesn't just clean rugs, it conditions 'em and keeps colors new. Gets all the deep-down dirt that wears rugs out. It beats, as it sweeps, as it cleans on a cushion of air.



HOOVER
FINE APPLIANCES

... around the house, around the world.



Hoover
Steam-Dry Iron
with the first
stainless steel soleplate



Hoover Pixie



Hoover
Automatic Coffeepot



Hoover
Handmixer



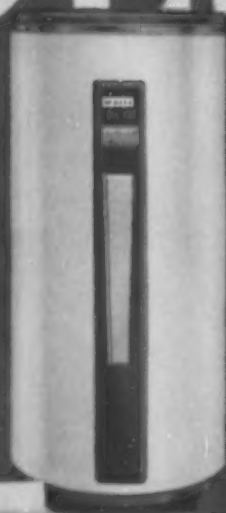
Hoover
Scrubber-Polisher



Hoover Dustette

HOOVER

BEST YEAR



ELECTRIC
Round models,
20 to 52 gal.



ELECTRIC
Table top,
30, 40 and 52 gal.



GAS
Round models,
20, 30, 40 and 60 gal.

**White-Glass
and Zinc-In-lized
linings**



GAS
Table top,
30 gal. size.



White dealers have done wonderfully well—enjoyed a tremendously profitable 1956. The *White* factory capacity has been more than DOUBLED in the past 2 to 3 years—a new “*White-Glass lining*” factory has been built—in order to keep up with *White* dealers’ sales!

If you have been overlooking the big profits that *White Water-Hotters* CAN pay you, and IS paying others, find out *why*! Phone, wire or write your *White* distributor—or contact *White* direct RIGHT NOW!

WHITE PRODUCTS CORPORATION

EVER!

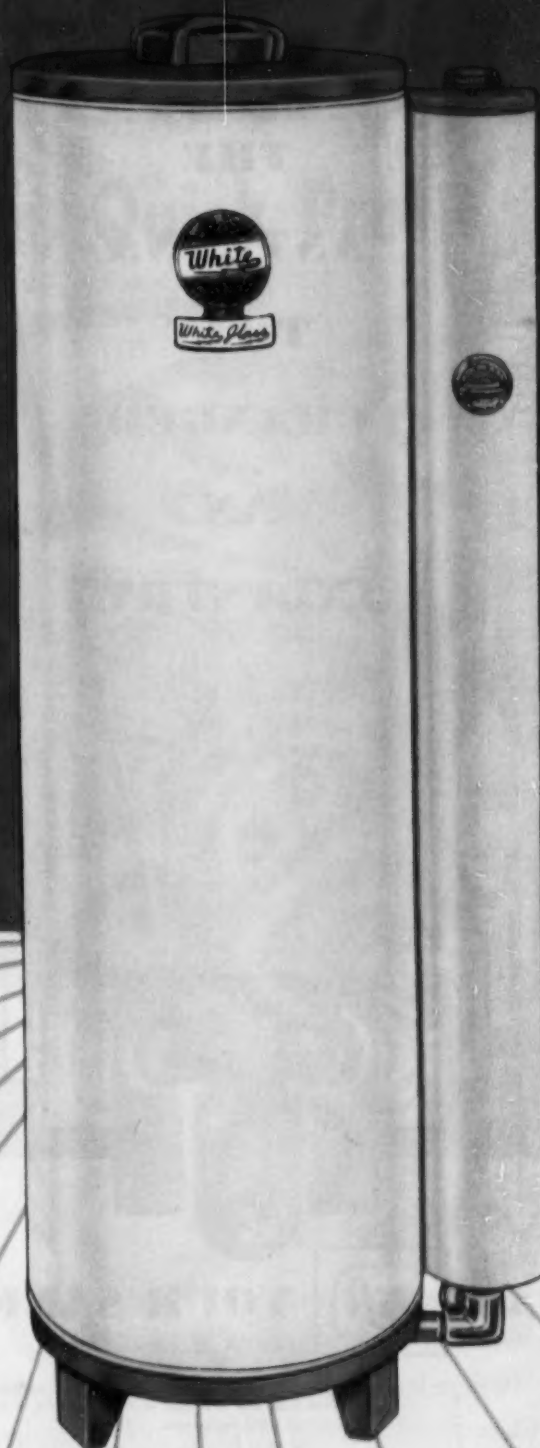
...NEW HORIZONS
FOR
WHITE DEALERS...

NEW
White
WATER SOFTENER
with *White-Glass* or Zinc-in-ized Lining

HUGE, NON-SATURATED PROFIT-FIELD NOW OPENS UP FOR YOU!

America *needs* water softeners—and is rapidly awakening to its need. It's a huge potential market for you—as refrigerators were, twenty years ago. There are far more than enough prospects to go around! Home magazines are featuring the need for soft water. Right NOW is the "golden moment" for alert, foresighted dealers!

And of all manufacturers, none is in a better position than *White* in helping you open this wonderful new water softener market. For construction details, selling features and information about the liberal *White* Water Softener franchise, contact your *White* distributor—or phone, wire or write *White* immediately!



MIDDLEVILLE, MICHIGAN DIVISION OF LAMB INDUSTRIES, INC.
Water Heating Specialists Since 1930

**THE
ANTENNA
THAT
CHANGED
AN
INDUSTRY**

CAN YOUR SALES!

COMING NEXT MONTH
Model TA-95. For all
General Electric and
Hotpoint 9-in. TV
List \$3.95

Nobody had heard of a "BUILT-ON" antenna when we built the first one in March, 1955. Everybody knows what happened.

Portable TV (second-set) snowballed. The built-on antenna made new prospects out of practically everybody.

The same antenna, now improved but still admirably simple, can win extra business for you. Ask your Distributor today.

- ★ Easily attached in seconds...no tools
- ★ 3-section nickel plated dipoles. Hardware, lead-in included
- ★ Individually boxed in Radion carry-out carton

Model 9005 ... List \$5.95

Radion

THE RADION CORP. 1130 W. Wisconsin Ave., Chicago 14

TRENDS continued

it's obvious that the dealer who concentrates on relatively few lines should have the best chance of being retained. There are exceptions — the big volume chains, for example, produce enough business to spread it over a number of brands and still "be important" to all of them.

Fair Trade isn't dead — but it's ailing and it will require considerable attention from its supporters if it is to regain full health.

That thought ran through a number of speeches delivered at a "Silver Jubilee Conference" on Fair Trade held in New York. The conclusion of the sponsoring organization (the Bureau of Education on Fair Trade) was that the Fair Trade principle "is here to stay."

Perhaps of most significance were the preliminary findings of a Senate subcommittee. Senator Hubert Humphrey said the poll showed "wide acceptance of Fair Trade by both manufacturers and retailers" but he went on to add that the majority of retailers felt that Fair Trade today was weaker than it had been five years ago. According to a recent survey by this magazine (see EM, June 56, p 58) 67.1 percent of appliance dealers feel that Fair Trade laws eventually will be ignored in most parts of the country. *End*

MANUFACTURERS' SALES

		1956 (Units)	1955 (Units)	% Change
DISHWASHERS	June	30,277	23,504	+28.82
	6 Mos.	199,902	138,682	+44.14
DRYERS, CLOTHES, Electric ...	June	41,724	53,593	-22.15
	6 Mos.	445,172	396,078	+12.40
Gas	June	16,717	17,023	- 1.80
	6 Mos.	161,318	135,840	+18.76
FOOD WASTE DISPOSERS ...	June	34,943	39,495	-11.53
	6 Mos.	243,356	236,402	+ 2.94
FREEZERS	June	61,020	77,527	-21.29
	6 Mos.	339,845	374,921	- 9.36
IRONERS	June	3,607	6,017	-40.05
	6 Mos.	26,870	43,264	-37.89
RADIOS (Home, Clock & Portable)	June	777,519	620,368	+25.33
	6 Mos.	4,345,514	3,397,473	+27.90
RADIOS, Automobile	June	296,256	584,567	-49.32
	6 Mos.	2,313,651	3,661,416	-36.81
RANGES, Standard	June	84,562	105,088	-19.53
	6 Mos.	635,356	717,001	-11.39
RANGES, Built-In	June	28,065	21,541	+30.29
	6 Mos.	143,396	76,899	+86.47
REFRIGERATORS	June	335,068	397,161	-15.63
	6 Mos.	1,969,279	2,263,165	-12.99
Two-Door Models (included under "Refrigerators")	June	77,686	56,910	+36.51
	6 Mos.	371,218	380,741	- 2.50
TELEVISION	June	553,024	589,973	- 6.26
	6 Mos.	3,415,202	3,828,820	-10.80
VACUUM CLEANERS	June	248,326	239,728	+ 3.59
	6 Mos.	1,911,482	1,604,107	+19.16
WASHING MACHINES:				
Automatic & Semi Automatic	June	245,039	251,759	- 2.67
	6 Mos.	1,590,538	1,512,973	+ 5.13
Wringer & Spinner	June	95,196	102,711	- 7.32
	6 Mos.	594,276	577,840	+ 2.84
WATER HEATERS, Storage	June	60,921	71,869	-15.23
	6 Mos.	351,522	368,712	- 4.66

WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn., VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn., RADIO AND TELEVISION—Industry Production Estimate by Radio-Electronics-Television Mfrs. Assn., All Others NEMA Members, Not Industry.

PROMOTIONALLY PRICED
for Mass Market Volume, Quick Profits

Crestwood

"Custom Formed"

Electric Blankets

\$19.95

Priced from

twin bed—single control



**Top Quality Line
 Northern Deluxe Blankets**



America's finest line of "miracle fabric" electric blankets. Blended with new ACRILAN for softness, greater warmth, color purity. 5 standard pastel colors plus white and flowered design. Gift packaged and guaranteed 2 years.

■ At last you can buy an electric blanket . . . through your distributor . . . priced to sell against *all* competition! Your choice of single or dual control models, twin bed or double bed size. Excellent markup on every blanket! See your distributor, now!

- **MODELS:** All standard types . . . custom-formed to fit mattress
- **FABRIC:** Non-allergenic blend of nylon, rayon, cotton. Choice of 4 colors and flowered design
- **GUARANTEE:** Lifetime mothproof . . . plus full year 100% replacement warranty

See Your Distributor . . . Today!

Northern Electric Company • 5224 N. Kedzie Ave., Chicago 25, Illinois

World's Largest and Oldest Manufacturer of Electric Blankets

COLOR EVERY NIGHT

Big News! N. B. C. announces TV shows in Color Every Night during National TV Week, Sept. 23 to 29.



"Saturday Color Carnival," Sept. 29. A new series of big NBC-TV Color Spectaculars, co-sponsored by RCA Victor, will feature top stars like Esther Williams, appearing with her Aqua Spectacular.

ARMSTRONG, KAY STARR KICK OFF NEW COLOR TV SEASON, SEPT. 17

Chance to perform in Color lures top names in entertainment field. Jazzdom's greatest singer and trumpet player, Louis (Satchmo) Armstrong, co-stars with the popular singer Kay Starr in the first major Color TV presentation of the new season.

On September 17, RCA Victor co-sponsors the 90-minute "Producers' Showcase" presentation of an original musical, "The Lord Don't Play Favorites." It's a tender and amusing story about a carnival which tours the Midwest.

Esther Williams, Too

On September 29, famous swimmer and beauty Esther Williams brings her "Aquacade" to the "Saturday Color Carnival," co-sponsored by RCA Victor.

Other Spectaculars "firmed" for "Producers' Showcase" or the "Saturday Color Carnival"—both co-sponsored by RCA Victor:

"High Button Shoes," with Nanette Fabray; "Sonja Henie Ice Revue;" "Manhattan Towers," produced by Gordon Jenkins; "Jack and the Beanstalk," by Deutch and Livingston; and "The Letter," produced and directed by William Wyler.



Louis Armstrong



Kay Starr

DEALERS WELCOME BIG NEWS ABOUT COLOR PROGRAMS

Dealers everywhere are voicing their approval of the new NBC-TV Color programming schedule. Typical comment is that of one metropolitan dealer: "This should open the wallets of those people who were waiting for more shows. To cash in, I intend to

demonstrate Big Color TV every night. It will be well worth the extra effort, because of the higher mark-ups on Color TV merchandise."

Low payment financing for Color TV

Commercial Credit Corporation and many local banks are giving 36-month terms on Big Color TV sets as against only 24 months on black-and-white TV. Many dealers are actively promoting these terms by advertising the monthly bank payment to show that Color TV costs only pennies a day more than black-and-white sets.

New \$495 price for Big Color TV plus huge increase in programing forecast big profits for dealers

New York, N. Y.—To help dealers celebrate National TV Week and to provide greater opportunity for demonstrations of Color TV, the National Broadcasting Company announced a nightly schedule of Color Television shows from Sept. 23 to 29.

NBC also announced that starting this fall, they will televise Color shows every night of the week. That way, viewers in most areas can see at least one Colorcast every single night on NBC-TV alone!

This spectacular increase in Color

programing, plus the sensational new low price of \$495 for RCA Victor Big Color TV, has started a Color band wagon.

Distributors are confident that the huge potential market for Color TV will find it hard to resist this attractive combination: greatly increased Color shows, featuring some of the biggest names in show business, plus new low prices for Big Color TV.

Based on these two factors alone, dealers are anticipating unprecedented Big Color sales and profits.

Late Flash!!

Perry Como to Appear for RCA Victor

The "Perry Como Show" will be co-sponsored by RCA Victor starting with the Sept. 22nd show.

Famous NBC-TV singer and RCA Victor recording artist is one of the most popular stars in show business, has a steady following of millions.



Perry Como



PRICE LEADER. The Aldrich, Big Color TV table model, priced at \$495.

National TV Week Stirs Up Sales

"Celebrating the finest home entertainment in sight," National TV Week officially starts September 23.

RCA Victor Ties In To help dealers tie in locally, RCA Victor is backing this promotion with display material and a full-color spread in the September 28 issue of *Collier's*. This spread features a color photograph of a dealer's store displaying 12 RCA Victor TV sets including spectacular Big Color TV and black-and-white TV Originals.

A big, hard-selling National TV Week promotion kit is being shipped by RCA Victor to its distributors and dealers.

Manufacturer's nationally advertised VHF list price shown, subject to change. Available in Canada. UHF optional, extra.



New RCA Victor Symbol of Big Color TV

All new RCA Victor Big Color television models bear the quickly identifiable insignia shown in the illustration below. As a symbol of *Compatible Color*, it carries bars of green, red and blue on modernistic wings, and appears under the familiar RCA Victor trademark.



TRENDS

REGION BY REGION

... in the EAST

By Robert W. Armstrong



Cold July kills room cooler sales; some dealers stuck, some dump . . . August brings recovery from slow refrigerator sales . . . TV strong

ON a hot and muggy day like this one in mid-August it's hard to believe that 1956 air conditioner sales were killed by a falling temperature. But, according to retailers all over the East, that's what happened in July.

One Philadelphia distributor, for example, moaned that air conditioner sales in July were "just awful. We were down 60 percent below July of last year, although for the total year to date we're a bit better and began to get some pickup in August."

A retailer in the same area, one who consistently does well with room coolers, admits to being stuck with some \$15,000 worth of air conditioner inventory. "We could have cleaned out our inventory with any kind of break in the weather," he says. However, unlike other retailers all over the East, who at this writing were showing all the signs of dump disease, he plans to carry his inventory over to next year.

Air conditioner sales dropped dead in Washington—which is usually about the best market in the East—fell off abruptly in the Buffalo area (which reportedly had its coldest summer in 30 years), and didn't live up their promise in the Boston area.

Even though air conditioners had a short life, it was a merry one. For many dealers 1956 sales equalled or exceeded total 1955 volume.

Like air conditioners, refrigerator sales also took their lumps. That cold July weather hurt. As one Buffalo store put it, "Refrigeration is our big item and we didn't have the hot weather needed to sell it this summer." A Boston distributor says refrigerators have been disappointing; a dealer in the same territory says his sales are off 10 percent; and a retailer in Philadelphia speaks for others when he says "very few refrigerators sold during July—dragging overall sales far below what they should have been."

Things began to pick up in August. A few dealers said that even air conditioners moved a little. A Washington department store reports that refrigerators "have picked up considerably." Another claims it has been a good month for

washers, refrigerators and cleaners.

A Massachusetts distributor expresses surprise at the upturn in retail sales. Says he, "We checked for the first indication of what fall business will be like but we didn't expect so quick a response. July business was spotty and it began to look as if we'd have to wait until after Labor Day for the fall pickup. But ever since the second week in August many of our better accounts have been reporting a general spurt in sales—not exactly a boom but more business than they expect at this time of year, enough to make it look like a busy fall."

Dealers in western New York generally found an improvement in August and they all look for good fall business.

In contrast to the ups and downs of refrigerators and air conditioners, TV has been a surprise mainstay of summer sales. One western New York dealer says, "We moved a surprising volume of TV in July." Another says, "Television has been picking up with the start of the conventions." A third reports that "TV is less seasonal all the time."

In Boston a distributor says, "TV has held its own with '55, may easily beat its own mark in active fall." A dealer in his territory claims that "TV business in August is fully 25 percent over last year. Buying emphasis is still on 21-inch consoles." Disagreement comes from another Bostonian whose TV sales are off about 10 percent through mid-August. So are his refrigerators and freezers, but radios are up 20 percent; washers, dryers, small appliances and hi-fi are up five percent; ranges are even.

TV has done well for some Philadelphia dealers, too. One says, "People are buying consoles, willing to spend the higher price; and when they get up this high it's a fairly simple job to trade them up a little higher into color. During the week ending July 28 we sold nine color sets. Portable TVs are moving very well right now." Another says, "Television has been moving fairly well right along. . ."

As usual, laundry equipment has been a consistent bread-winner for most eastern retailers. A Philadelphian says washers and dryers were "quite good" during July and early August. A Boston dealer reports that washer sales have held up to '55 levels and that dryers have shown a 10 percent increase. A big New England chain reports 3,390 washer sales in the first seven months as compared with 2,586 in the same period last year. This same outfit also sold 3,350 ranges (as against 2,622 last year) and 12,032 small appliances (as compared with 6,420).

A western New York retailer says, "Our trade has been picking up in August. . . The steel strike was a big factor here. . . We have been doing a fair job in wringer washers but not so well in automatics."

What about color TV? More and more dealers plan to do something with it, but few expect any bonanza. One Philadelphian says, "It's still not ripe—and won't be until the public is hungry for it. There will have to be programming across the board, something for everybody." However,

another Philadelphia dealer puts a lot of faith in the effect of extensive color programming planned by WRCV-TV. A Boston merchant says the public is already interested and another Beantowner plans to push color this fall along with what he calls the "better profit" items—hi-fi and tape recorders.

What about the fall? Almost without exception, eastern dealers are optimistic. One Buffalo retailer says, "We expect a record fall and are hiring extra sales people. But," he adds, "it will be a real rat race price-wise." Another says, "We look for a real improvement in September." Three eastern Massachusetts dealers think the same way.

If anything has been consistent about eastern business this year it's the attitude of dealers. They all look for good business.

... in the MID-WEST

By Tom F. Blackburn



The industry capitalizes on the political conventions . . . Three promotional ideas . . . End-of-season dumps hit the power mower business

Appliance news, in August, was linked with the political conventions. In Chicago, where the Democrats met, Betty Furness of Westinghouse kept popping on television screens between political bouts. On NBC, Sunbeam and RCA Victor loomed up. Over on ABC Philco picked up the tab. Chicago's P. T. Barnum of the appliance business, Sol Polk, set up 30 TV sets in his stores, put out chairs, and invited folks to sit and look. At the Cottage Grove store, Dave Garroway put on his television show. The advertising possibilities of sampling delegates was seized upon this time, and free soft drinks or an air conditioned ride in a car could be had for the asking.

Chief difference with the convention of 1952 was that everybody was prepared. No one then suspected what television would do in taking over, four years ago.

This time, even IRMA, the independent dealers' buying co-op, got its plug as being the biggest in the business. IRMA, a group of Chicago dealers, recently made a hook-up with Westinghouse and got on the air.

The present trends in promotions seems to go along the lines of inexpensive ones. You have

(Continued on page 14)

TRENDS REGION BY REGION

got to sell at the prevailing price, and that seems to be about 20 off, leaving you 10 or 15 to do business on. Only a nibble of that can be afforded for promotion. As a consequence, dealer promotions have almost dried up, leaving it up to manufacturers, distributors or utilities to put on the deals.

A whoop and a hurrah promotion will get people into your place, they listen, and then go to buy the brand they have been sold on at the cheapest price—which is elsewhere.

So, many merchants carry appliances like grocers do sugar and flour. They do not promote them except as loss leaders, and sell them to people who want them, often wrapped up in a deal with something else. The time payment brings back some of the profit the dealer has lost on the appliance. All of this accounts for the lack of activity in appliance promotions at dealer and distributor level.

Most touchy subject with dealers is the amount of money he is getting at co-op levels. Most distributors, when they give 100 percent, insist it is something special, and want it kept secret. They do not make clear that their bite goes back to the manufacturer. The fact is, it is almost impossible to get dealers to advertise items on which their margins are 15 or 16 percent, and use their own money to do it with.

A contest usually brings out a lot of people, especially if it involves a familiar process, such as dishwashing. That's why the dishwashing contest, in competition with an automatic machine, should line up the boys and girls who have to do that chore at home.

The Cincinnati Gas & Electric Company held such a contest in August, in co-operation with the Cincinnati Post. Every one who tried got a cosmetic kit free for entering and the three fastest washers each day received Pyrex dinnerware. Contests were run off daily, and the finalists on August 22 fought it out for \$250 in cash.

In the newspaper advertisements of Anderson's, a Twin Falls, Idaho, dealer, there was recently printed a \$9 bill. Readers were invited to clip it, and use it as a downpayment on any appliance they desired.

Natives of Indianapolis have been astonished to see a white truck labeled "Drakes" drive up to their homes and a mansized duck climb out. Of course it's a salesman for Robert L. Drake, who believes in bringing his appliances to the prospects. He attracts customers by sounding a duck call, and drops by factories at noon.

General Electric Co., which has been running national advertising on the value of good service to appliances, is opening three experimental factory repair shops in Columbus, Ohio, Fort Wayne, Ind., and at Toledo, Ohio. Idea is to relieve distributors. The branches will franchise dealers to cover outlying areas of distributors, and will sell parts to independent service organizations. John H. Miller, division manager of product service, says that dealers will be consulted after a try-out of the new plan.

In the power mower field, there has developed a trend to have end of season sales, running pages of advertising, and quoting a price which is just about cost. Goldblatts, in Chicago, led off with such an advertisement in July, and plenty of others have followed. It is believed by the trade that power mower inventories are higher than in the past.

Increases in every appliance except television have been made in the Kansas Power & Light Co. territory—around Topeka—with a jump of 10 percent on ranges, 26 percent on electric clothes dryers, 9 percent on automatic washers, 29 on room coolers, 7 on freezers, .2 percent on refrigerators, and a loss of 22 percent on television. This is the record for the first half of 1956 compared to the first six months of 1955.

Iowa Light and Power Company, using figures of the Cedar Rapids dealers association, says that every appliance had a loss for the first six months of 1956, compared to a similar period of 1955. Water heaters, automatic washers, refrigerators and ironers stood up best.

Bob Coe of Union Electric Company, St. Louis, put new categories in his sales report for that territory. Some 258 color television sets have been sold for the first five months, against 19,542 black and white. There were nine built-in refrigerators sold. St. Louis saw a 12.9 percent rise in cleaner sales, 17.7 percent in water heaters, 77.8 percent in dehumidifiers, and 28.4 percent in food waste disposers. It saw a 6.7 drop in freezers, 95.6 in ironers, 13 in refrigerators, 96 in sinks, 19 in TV.

Minnesota Power & Light Company territory, around Duluth, saw better business than the nation generally, according to M. H. Prince, sales promotional manager. Range sales were ahead, as were those of freezers, dryers, automatic and conventional washers, and refrigerators. Television was down.

... in the SOUTH-WEST

By Fred A. Greene



Business pattern unsteady . . . Drought continues and so does heat . . . Air conditioners move in Texas but not in Oklahoma . . . White goods movement fair . . . TV picks up slightly.

MIDSUMMER business throughout the Southwest shows an uneven pattern of ups and downs in many sections of a predominantly drought-stricken portion of the country.

The weather, on the whole, has been extremely hot. Up to about August 10, for example, the Dallas area had 31 days of over 100-degree temperature—way beyond the full-year average of only 12 days. In the case of Texas, this hot spell has been accentuated by a prolonged drought. Little or no rain has fallen and farmers now in many cases won't be able to get a crop until next year. Any rain that falls now will be too late. The depth of the dry soil is too great for just an ordinary rain. A heavy downpour, similarly, won't be any good, for it merely will wash away

parched, but valuable top soil. Rain is needed over a long period—soaking rains, but not the gully-washers.

In communities where moisture is most needed for a sound economy, business has been extremely poor. The Waco, Texas, area is an example. Here, a dealer reports business down sharply in all lines and because merchandise is moving slow, prices have become highly competitive, giving the retailer dwindling profits.

To a considerable extent, business has been slow in Oklahoma except in the northwest portion of the state where some good rains have given business a much needed shot in the arm.

New Mexico also has been slow, though one dealer notes his July business held even with his 1955 figure. But the first week of August found business dropping off by 50 percent from last year. And his situation is not at all unusual. Similar reports are given to us throughout the Southwest.

Texas' biggest movement came in air conditioner sales. In fact, some dealers have sold out a few models and this has primarily been in the one horsepower lines. Prices have remained extremely low and no real effort is being made to retain even close to list prices. In one or two instances, retailers did note a 10 percent rise in prices due to heavy demand. But this was the exception, not the rule. In Fort Worth, a dealer said he's sold three times the number of air conditioners he moved all of last year. This increased volume, he added, helped to make the summer profits a reality.

Air conditioner sales in Oklahoma have been way off. Weather generally has been hot and thus conducive to good selling. But no sooner does it appear that a prolonged hot spell is on the way than a cooling thundershower eases the heat. Additionally, many retailers remark the nights have been relatively cool. One surprising aspect of sales in Oklahoma is the heavy movement of evaporative coolers. Businessmen have no answer as to why they are moving better than refrigerated units. The answer may lie with the point one dealer stressed: "People have become so encumbered with payments that when it comes to selling coolers, it's easier to buy an inexpensive evaporative cooler than a refrigerated air conditioner."

When it comes to cooling, New Mexico is strictly an evaporative cooler state. These units have close to an 80 percent saturation in this state and in parts of Far West Texas where an extremely dry climate makes them practical. However, in spite of the fact that some dealers don't even stock refrigerated units, some reports of slow but improving sales are heard.

White goods movement is fair in most instances. A few dealers remark business as good as last year. One retailer says he's ahead slightly.

Generally, nobody's too unhappy with white goods, particularly, as one wholesaler remarks, since 1955 was a banner year. The biggest disappointment stems from the low prices being received. Another problem is the popularity of low end models and the extremely slow movement of high end lines.

Laundry equipment and refrigerators were the best moving items. In a few cases, dealers report good sales of both appliances, but by and large it was one or the other. Freezers, in spite of the high degree of heat which should aid sales, went

(Continued on page 25)

At last... an end to cluttered-up kitchen counters!

Here's the most exciting appliance in 20 years! Only ONE motor unit built in below the counter... does the work for three food appliances!

NUTONE IN-BUILT Food Center

Combination Mixer+Blender+Sharpener

EASY TO INSTALL UNDER ANY KITCHEN COUNTER... over a drawer, dead corner, door type cabinet, or fillers. Stainless steel control plate is flush with counter — leaving work surface uncluttered.



Cut-away view showing motor below counter.

AND THIS FREE CABINET DISPLAY HELPS YOU SELL IT. → It's a showroom beauty... Completely wired... ready to plug in and demonstrate. It displays the NuTone Food Center in a counter top, just as it can be installed in any kitchen cabinet.

MODEL 200 \$69.95 list
3 FULL SIZE APPLIANCES

A MIXER with motor driven bowl Full 3½ quart size.

A BLENDER with 6 speeds, and lightweight plastic bowl

A KNIFE SHARPENER with flexible sharpening discs



MIXER



BLENDER



SHARPENER



Also TABLE MODEL (#153) ONE compact 6-inch motor unit plugs in anywhere. Operates three full size appliances. Mixer-Blender, both \$59.95 list



FREE
Display
Offer!

18-20 DISPLAY
ONLY 20" WIDE



FREE Display Offer for Dealers!

→
**Tremendous
National
Advertising**
→

LIFE... 2-PAGE SPREAD, OCTOBER 15.
BETTER HOMES & GARDENS, NOVEMBER.
HOUSE BEAUTIFUL, NOVEMBER COVER.
HOUSE & GARDEN, NOVEMBER COVER.
GUIDE FOR THE BRIDE, SPRING.
McCALL'S MAGAZINE, MARCH.
Living for Young Homemakers, JULY.

SEND FULL INFORMATION • NUTONE, INC., DEPT. EM-9, CINCINNATI 27, OHIO

Firm _____

Your Name _____ Title _____

Address _____ City & State _____



One out of every three contestants
in our Mystery Mrs. Contest
visited a local appliance store!

Product of Procter & Gamble



Hundreds of thousands of prospects flocked to their local appliance dealers as a result of Tide's Mystery Mrs. Contest! It was a real haymaker for local dealers. Contest entry blanks invited women all over America to see demonstrations of automatic laundry equipment and get dealer endorsements in order to be eligible for bonus prizes. Tide's Mystery Mrs. Contest is just *one* example of the ways Tide helps you sell more automatics.

You can take advantage of Tide's popularity every week of the year:

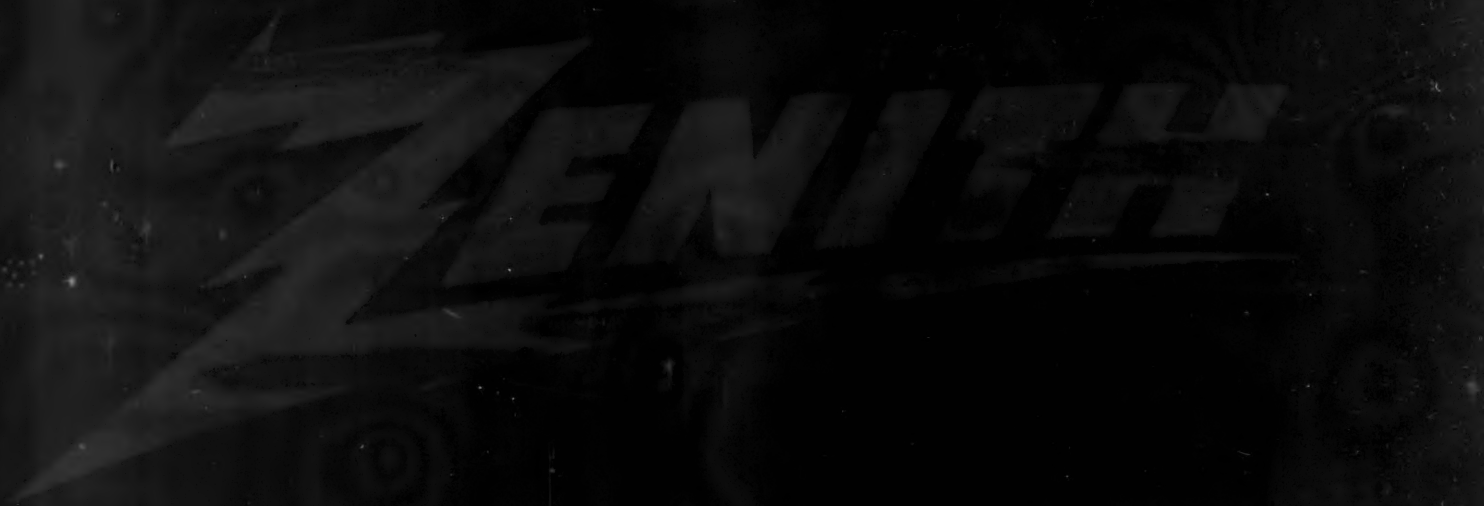
- buy spot TV and radio commercials adjacent to Tide's network programs which feature the automatics you sell.
- use Tide for sales-building store demonstrations.
- use Tide for post-sale home demonstrations for customer satisfaction.

Contact your distributor or manufacturer today for complete details.

**Remember, more women use Tide
than any other washday product!**

The makers of 25 automatic washers recommend Tide!

WORLD LEADER IN QUALITY RADIONICS FOR 37 YEARS...



ANNOUNCES

1957

NEW!

RADIOS

DRAMATIC!

HIGH FIDELITY

PHONOGRAPHS

EXCITING!

READY NOW TO PUT YOU

OUT FRONT IN SALES!

again for 1957... Zenith *OUT-DESIGNS*

PERFORMANCE STYLING ... IN TABLE RADIOS



2 FRONT SPEAKERS

give rich tone
usually found only
in larger sets!

Phono-Jack! Provision for Earphones!
A Brilliant New Concept in Radio Design!

Z512, The Streamliner. Two 4-inch Zenith Quality speakers, fortified by heavy Alnico-5 magnet. Zenith's own long distance AM chassis; built-in Zenith Wavemagnet® antenna; phono-jack; Automatic Volume Control; specially designed cabinet for greater volume potential. AC-DC. Pine Frost Green (**Z512P**); Ebony color (**Z512Y**); French Gray (**Z512G**). 6¼" high; 13" wide; 5¼" deep.



"Tiffany" styling...a jewel box of quality!

Z508, The Pacemaker®. Compact Zenith Long Distance AM chassis incorporates "big set" features. Built-in Wavemagnet® Antenna; Zenith quality speaker, fortified with Alnico-5 magnet; Automatic Volume Control; Provision for Headphone/Earphone Adaptor. AC-DC. Tango Pink and White (**Z508V**); French Beige and White (**Z508L**); Shadow Blue and White (**Z508B**). 5¼" high; 4¼" deep; 9¼" wide.

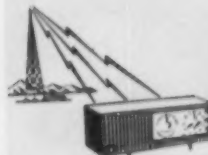
ZENITH'S FAMOUS PRECISION-ENGINEERED FEATURES ASSURE UNMATCHED QUALITY, TOP PERFORMANCE!



QUALITY! FAMOUS ZENITH ALNICO-5 SPEAKER! Alnico-5, the most powerful magnetic material known to man, activates Zenith speakers to assure finest quality in rich, vibrant tone.



QUALITY! SPECIAL LONG DISTANCE AM CHASSIS! Provides complete Standard Broadcast coverage from 540 Kcs through 1600 Kcs. Pulls in far-away stations with amazing clarity.



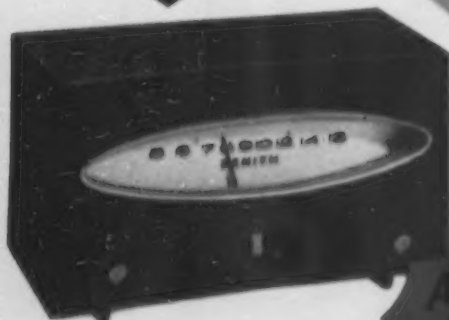
SENSATIONAL ZENITH WAVEMAGNET® ANTENNA! Zenith's own super sensitive built-in antenna. So sensitive to radio signal waves it brings in distant stations sharp and clear.



QUALITY! PRIVATE RADIO LISTENING! Quickly installed headphone/earphone adaptor unit provides private radio listening or special help for the hard-of-hearing.

New design—fine tone

Z618, The Zephyr. Giant 6" x 9" Zenith Quality speaker. 3 gang condenser for increased sensitivity and Zenith's finest Long Distance AM chassis to pull in distant stations. Wavemagnet® Antenna. Provision for Headphone/Earphone Adaptor. Phono-Jack. AC-DC. Starch White (**Z618W**); Silverpine Green (**Z618P**); Slate Gray (**Z618G**).



ALL NEW!

Two Speakers!

Z511, The Statesman. Two 4-inch Zenith Quality speakers, fortified with Alnico-5 magnet; Zenith Wavemagnet® Antenna; Automatic Volume Control; Famous Long Distance AM Reception; Provision for Headphone/Earphone Adaptor. AC-DC. Maroon color (**Z511R**).

Earphone Adaptor

Z510, The Overland. Long Distance AM chassis Zenith Quality speaker, fortified with Alnico-5 magnet; Provision for Headphone/Earphone Adaptor. AC-DC. Maroon (**Z510R**); French Gray (**Z510G**); Antique White (**Z510W**). All colors with "Roman Gold" trim grille.



Giant 6" x 9" Speaker

Z513, The Clipper®. Giant 6" x 9" Zenith Quality speaker, fortified with Alnico-5 magnet. Wavemagnet® Antenna; Automatic Volume Control; Famous Long Distance AM Reception. AC-DC. Pine Frost Green (**Z513P**); Charcoal Gray (**Z513G**); Maroon (**Z513R**).

ALL NEW!

ALL NEW!

and **OUT-STYLES** them all !!!

DRAMATIC DESIGN

...IN CLOCK RADIOS

**ALL
NEW!**



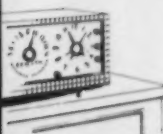
INTRODUCING THE CLOCK WITH THE HIDDEN RADIO!

IT'S MAGIC! Entire face is clock...
inside is a marvelous Zenith
Long Distance AM radio!

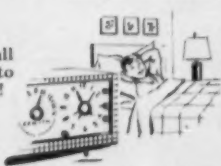
It's a handsome mantel clock! It's a famous Zenith Radio! Trust Zenith Creative Engineering to give you the freshest styled... the *greatest* sales-producing Clock Radio you've ever seen!

Z524, The Custom Clock Radio. Famous Zenith Long Distance AM Radio plus fine Telechron Electric Clock. Zenith-Quality speaker fortified with powerful Alnico-5 magnet. Zenith Wavemagnet® Antenna. Automatic Volume Control. Appliance outlet, Sleep Switch, Set Alarm Button. Ebony color (Z524Y); Off-White (Z524W). "Roman Gold" trim. 6 1/4" high; 9 1/4" wide; 5 1/4" deep.

ZENITH GIVES YOU MORE TO SELL WITH THESE CUSTOMER-DESIGNED CONVENIENCE FEATURES



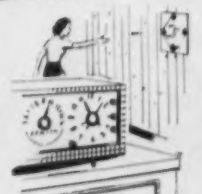
SET ALARM BUTTON. Pull to set buzzer alarm and to change radio alarm time!



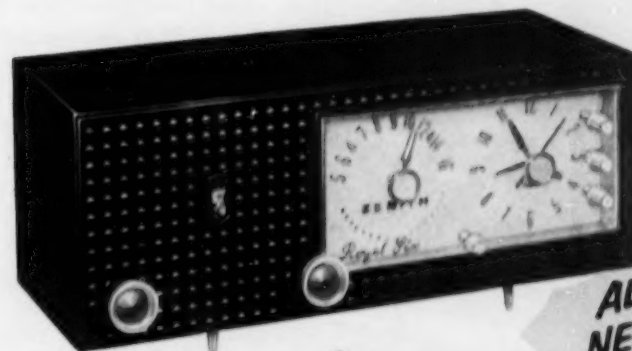
SLEEP SWITCH. Turns radio and appliances off up to 60 minutes after setting!



110 VOLT AC SOCKET. Turns appliances off or on... automatically!



RADIO CONTROL SWITCH. Turns radio off or on... controls Radio Alarm!



**ALL
NEW!**

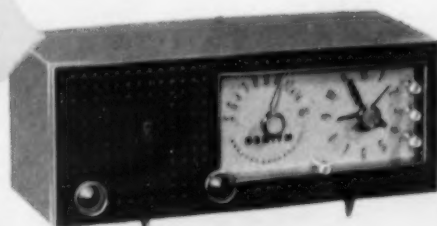
**Extra Powerful Clock Radio to Produce Extra
Sales! "Big Set" Components! Rich, Full Tone!
Phono-Jack! All New!**

Z624, The Royal Six Clock Radio. Famous Long Distance Zenith AM Radio plus Telechron Electric Clock. 3-gang condenser gives greatly increased signal sensitivity. Big Zenith Quality speaker, Zenith Wavemagnet® antenna, Automatic Volume Control. Appliance outlet, Sleep Switch, Set Alarm Button, Provision for Headphone/Earphone Adaptor. Ebony Color (Z624Y); White Color (Z624W); Nickel Gray with Dusk Gray color grille (Z624G).

**ALL
NEW!**

Famous Wavemagnet® Antenna!

The Clock Radio. Mottled Walnut color (Z515); White color (Z515W); Ebony color (Z515Y).



Phono-Jack!

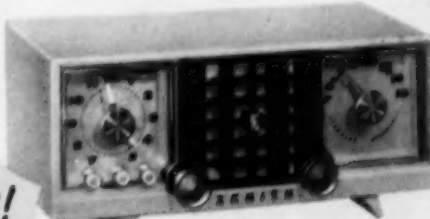
The De Luxe Clock Radio. Garnet Red (Z522R); Sky Gray (Z522G); Pink with Gray front (Z522V).



NEW!

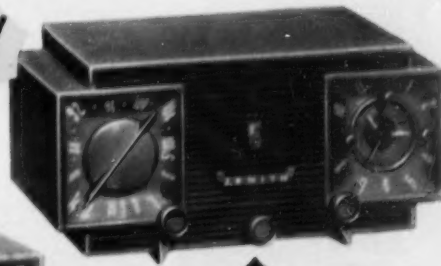
Appliance Outlet

The Super Clock Radio. Maroon with Tapestry Red grille (Z519R); Yellow with Cordovan grille (Z519P); Dusty Pink with Slate Gray grille (Z519V); White (Z519W).



NEW!

NEW!



World's Leading FM-AM Radio!

The famous FM-AM Clock Radio. Gray with contrasting Gray trim (Y733G); Maroon (Y733R); Ebony color (Y733Y).

YOU EXPECT...AND YOU GET...WORLD LEADERSHIP IN PORTABLES

SALES SENSATION of the industry!

**BREAKING SALES RECORDS
IN EVERY STATE**

ZENITH'S TUBELESS, 7-TRANSISTOR

Royal "500"

**7 TRANSISTORS GIVE YOU
EXTRA POWER FOR EXTRA SALES!**

- ★ 7 transistors
Not just 4 or 5, but 7 to give you the very best performance in pocket radios!
- ★ Up to 15 times more volume
than radios of equivalent size and...
- ★ Up to 30 times more sensitivity
to bring in more distant stations...to perform where others won't!
- ★ Up to 400 hours battery life
from just one set of mercury batteries! So economical it's like filling your car with gas only twice a year!

A tribute to Zenith engineering! So tiny it fits in pocket or purse! So powerful it plays on trains, boats and planes where others won't!



THE ROYAL "500"

Size: 5 1/4" x 3 1/2" x 1 1/4". Weight: 19 ozs. with batteries. Ebony color (500Y); or Maroon (500R); both with "Roman Gold" trim. Case of unbreakable nylon plastic. Earphone jack.

the Zenith
ROYAL "500"
—rated BEST

of all the new pocket transistor
radios by famous LEADING
INDEPENDENT TESTING LAB-
ORATORY!

1. BEST overall performance!
2. BEST sensitivity!
3. BEST tone quality!
4. BEST power output!

NEW!



**UNMATCHED POWER IN
UNBREAKABLE PORTABLES!**

trim...tough...vividly colorful!

New Wavemagnet® Hand-Tenna

Z400, The Frolic, AC-DC or battery. Powerful Wavemagnet® Antenna is away from metal parts. Zenith Quality speaker. Tangerine color (Z400V); Cuban Sand color (Z400L); Charcoal Blue (Z400B). 8 1/4" high, 11 1/4" wide, 2 1/4" deep. 5 1/2 lbs.

Powered Zenith Wavemagnet® Hand-Tenna
Powerful antenna in handle increases signal reception up to 25%!

UNBREAKABLE CASES!

The new Zenith Trim-Line Portable cases are UNBREAKABLE. They are made of so high impact, colored polystyrene to take rough handling. Drop it, bump it...the Zen case has no paint to peel or chip...keeps a "like new" look for years. Model Z400, Z401.

ONE YEAR WARRANTY AGAINST CABINET BREAKAGE on Models Z400 and Z401. Any portion of this portable radio cabinet found to have broken under normal usage will be replaced by Zenith Radio Corporation if returned within one (1) year from date of original purchase to authorized dealer from whom purchased. This warranty is in addition to regular Zenith warranty on parts and tubes, and is subject to all the terms thereof.

Trim-Line Styling!

Z402, The Carnival, AC-DC or battery. Wavemagnet® Antenna. Battery Saver. Garnet Red (Z402R); Ebony color (Z402V); Sorrento Green (Z402P). "Roman Gold" trim. 8 1/4" high, 11 1/4" wide, 3" deep. 5 1/2 lbs.

Leather Cabinet!

Z404L, The Carousel, AC-DC or battery. Rugged genuine top grain cowhide cabinet. Wavemagnet® antenna. 7 1/2" high, 11" wide, 4" deep.



Top Performance!

Z506L, The Holiday®, AC-DC or battery. Top grain cowhide with beautiful hand-tooled design on front. Long Distance AM broadcast; powerful Wavemagnet® antenna. 11 1/4" wide; 7 3/16" high; 3 11/16" deep. 6 lbs., 5 ozs.

World Famous Shortwave Portable

Y600, The Zenith Trans-Oceanic® Shortwave and Standard Broadcast Portable Radio. Proved the world over for 15 years! AC-DC or battery. Patented detachable Wavemagnet® antenna; Pop-Up Wavecord antenna for short wave; earphone jack, phone jack, spring-button Dialite; treated against humidity. Black stag (Y600R); top grain cowhide (Y600L).



P I **PORTABLE RADIO PERFORMANCE FROM ZENITH**

NOW A NEW SENSATION!

ANNOUNCING ZENITH'S ALL-NEW 7-TRANSISTOR

Wavemagnet
Antenna
in Handle!



ROYAL "800"

**7 TRANSISTORS TO PRODUCE
THE MOST GLORIOUS TONE
IN PORTABLE RADIO!**

400% MORE POWER

than conventional portables to give unmatched richness of tone—even in autos, planes and trains!

The Fabulous Zenith Royal "800"... Zenith's latest and greatest transistor miracle! Powerful, rich tone indoors and out—even in autos, planes and trains! Powerful Wavemagnet® Antenna in handle increases the signal reception up to 25%. "Wide angle" sound opening in back of set. Operates for up to 150 hours at normal volume on 8 "C" type flashlight batteries. Unbreakable case. Weight with batteries: 4 lbs., 4 ozs. Dimensions with handle recessed: 6½" high, 9½" wide, 2½" deep. Ebony color (800Y); Silver Gray and Gobel Blue (800G). "Roman Gold" trim.

**The smartest, most modern
Portable Radio ever created!**



New Pop-Up Hand-Tenna gives you a "convertible" radio. Down—it's a smart-looking table radio. Up—it's a dashing, easy-to carry portable!

Unbreakable
Case!

Rich, powerful tone
even in autos,
planes, trains!



WORLD LEADER IN FM!

HIGH FIDELITY FM RECEPTION

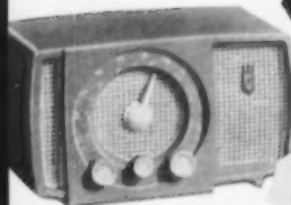
from this sensational FM-AM RADIO!

Model 832, The Super-Symphonair. Automatic frequency control, locks station in place and assures drift-free operation. Three speakers: one 7½" speaker fortified with Alnico-5 magnet, and two extra-sensitive electrostatic "tweeters." Super-sensitive FM plus Long Distance AM. Zenith Wavemagnet® Antenna. Phono-Jack. Grained Blond Oak color (Y832E); Grained Mahogany color (Y832R). "Roman Gold" trim.

PHONO-JACK!
3 SPEAKERS!

Drift-Free FM!

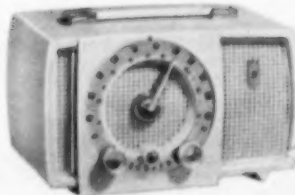
Y723, The Super-Medation. Crystal clear tone in FM plus Long Distance reception on AM. Wavemagnet® and Light-Line Antenna. Long-Life Chassis. Maroon (Y723R); White (Y723W); Gray (Y723G).



NEW!

Carry Handle!

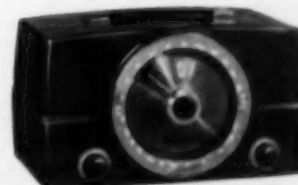
Y724, The Super Triumph. Super sensitive FM-AM radio with top quality components, including Wavemagnet® and Light-Line Antenna. Automatic Volume Control. Maroon (Y724R); White (Y724W); Gray (Y724G). "Roman Gold" trim.



NEW!

**Giant 7½" Speaker
for Richer Tone**

Y825, The Super Symphony. Peak performance in Drift-Free FM and Long Distance AM. Wavemagnet® Antenna. Automatic Frequency Control. Phono-Jack. Maroon (Y825R); French Green (Y825F); White (Y825W); Dawn Gray (Y825G). "Roman Gold" trim.



NEW!

ZENITH ENGINEERED HIGH FIDELITY

NEW! a complete line of "TONE ENGINEERED"

ZENITH'S SPECIAL CIRCUITRY

enables listener to enjoy rich, vibrant low notes without "blasting" high volume

Extended Range HIGH FIDELITY 3 SPEAKER PORTABLE

New Zenith "Bass without Blast" Circuit! 4 Speeds!

The **Grieg, HFY-10**. Plays 4 speeds. Zenith's automatic Custom-Matic changer. Large 7½" speaker fortified with Alnico-5 magnet, and two Zenith-developed electrostatic "tweeters." Separate bass and treble controls. Dual needle cartridge with 1-mil and 3-mil manufactured-sapphire

needles. Luggage type case of high grade wood, covered with rugged Durastron. In black and mottled white (HFY-10Y) and in rich two-tone Mahogany color and Ivory color (HFY-10L)



NEW!



NEW!

Beautiful Cabinetry!

HFY-12, The Schubert. 4 speeds. 3 speakers. Custom-Matic Record Changer. Automatic intermix. High Fidelity amplifier. Dual needle cartridge. Mahogany veneers and hardwood solids (HFY-12R); Blond Oak veneers and solids (HFY-12L).



NEW!

4-Pole Motor!

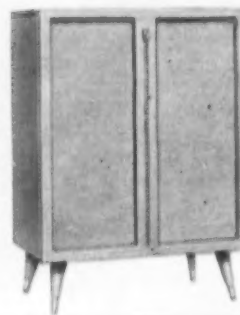
HFY-15, The Debussy. Zenith Cobra-Matic® Record Changer plays all speeds of records. High Fidelity amplifier. 3 speakers. Dual needle cartridge. Mahogany veneers and hardwood solids (HFY-15R); Blond Oak veneers and solids (HFY-15L).



NEW!

4 Speakers!

HFY-18, The Chopin. 4 speeds. "Presence Control." Zenith Custom-Matic Record Changer. Two giant 12" "woofers" and two electrostatic "tweeters." Zenith "Bass without Blast" circuit. 5-knob control panel. Automatic intermix. Blond Oak color (HFY-18R).



NEW!

"Presence Control!"

HFY-19, The Chopin. 4 speeds. Zenith Custom-Matic Record Changer. Two giant 12" "woofers" and two electrostatic "tweeters." "Presence Control." "Bass without Blast" circuit. 5-knob control panel. Automatic intermix. Blond oak (HFY-19L).

4 Spe
HFY-180R,
AFC) Zeni
Matic Hig
"woofers,"
11 watts
color (HFY

ZENITH HAS NOT LEFT ONE THING OUT IN COMPONENTS

High Fidelity Pick Up and Tone Arm



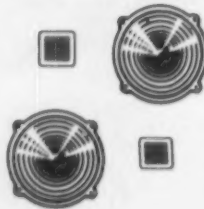
Minimum tone arm pressure makes records sound better and last longer.

High Fidelity Amplifier with New "Bass without Blast" Circuit



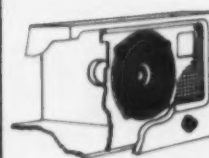
Zenith amplifier gives essentially flat response of 20 to 20,000 cycles. Distortion reduced to minimum. New "Bass without Blast" circuitry assures the full rich over-all range of High Fidelity even at low volume!

Up to 4 Speakers for Richer Tone!



Zenith's matched speaker system assures finest tone. Featured is the famous Alnico-5 magnet speaker, together with the new Zenith-developed electrostatic "tweeter" speakers available on several models. These magnificent speakers mounted with Zenith's lavish hand—actually surround the listener with tone!

Vented Speaker Enclosures



Cabinets are acoustically engineered superior reproduction of sound from rich bass to high treble

NEW! FULLY AUTOMATIC CUSTOM-MATIC RECORD CHANGER



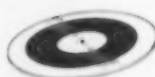
Plays Four Speeds—33½, 45, 78 and 16⅔ RPM "Talking Book" speed records. No annoying extra speed reducers needed.

Automatic Intermix—plays an intermix of ten 10" or 12" records of same speed automatically.

Automatic Tone Arm Regulator—automatically adjusts tone arm return from small 7" record to larger size records of same speed.



Dual Needle Cartridge—barium titanate cartridge with 1-mil and 3-mil manufactured-sapphire tips.



Super Cushioned Lint-free Turntable—specially designed to grip bottom record and greatly minimize record slippage. Heavy padding of rubber cushions record drop.



Automatic Record Changer—super silent mechanism plays twelve 10" records, ten 12" records, fourteen 7" records of same speed automatically.



QUALITY EXTRAS PAY OFF IN SALES!

REAL HIGH FIDELITY to give you more to sell!

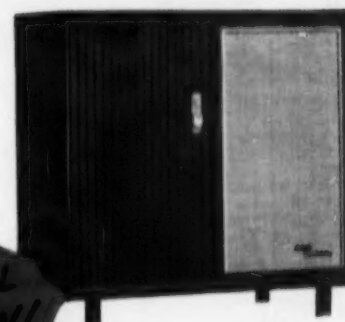


ALL NEW!

UP TO 4 SPEAKERS

...to bring out the high notes, low notes and middle tones in the full frequency range

HF772, The Sonata. 4 speakers: two giant 12" "woofers" with heavy 6.8 oz. Alnico-5 magnet, and two extra-sensitive electrostatic "tweeters." Superb Zenith Long Distance AM Radio. Zenith Custom-Matic Record Changer. 4 speeds. 5-knob control panel. 11 watts undistorted power output. Mahogany color (HF772R); Blond Oak color (HF772B); Cherry color (HF772H).



ALL NEW!

4 Position Record Compensator!

HF1284, The Rhapsody. Zenith FM-AM Radio plus Zenith Cobra-Matic® All-Speed High Fidelity Record Player. 9 tubes plus AFC, pre-amplifier and rectifier. Two 12" "woofers," two electrostatic "tweeters." Blond Oak veneers and solids with beautifully styled Cane Weave grille (HF1284B). Walnut veneers and solids (HF1284).

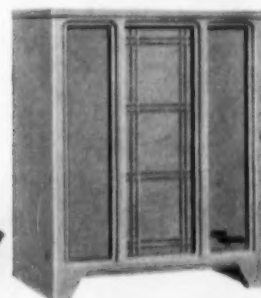
4 Speakers!

HF1180R, The Prelude. 9 tube (plus rectifier and AFC) Zenith FM-AM Radio plus Zenith Custom-Matic High Fidelity Record Player. Two 12" "woofers," two electrostatic "tweeters." 4 speeds. 11 watts undistorted power output. Mahogany color (HF1180R).



ALL NEW!

ALL NEW!



Extended Range!

HF1182B, The Ravel. 9 tube (plus rectifier and AFC) Zenith FM-AM Radio plus Zenith Custom-Matic High Fidelity Record Player. Two 12" "woofers," two electrostatic "tweeters." 4 speeds. 11 watts undistorted power output. Blond Oak color (HF1182B).

COMPONENTS AND FEATURES TO PUT YOU ON TOP!

Extended Range



Zenith Push-pull amplifier and other quality High Fidelity Components deliver the complete audible range with finest reproduction!

Separate Bass and Treble Controls



Controls are fully variable for individual choice in emphasizing both bass and treble!

4 Position Record Compensator



Several models have a four-position record compensator for 78 RPM, LP, RIAA, FOR. Compensates for recording characteristics of different record manufacturers.

New "Presence" Control



New "Presence" control permits the fullest transmission of music in the vital "presence" range, imparting to the listener the same exciting aural adventure that is experienced in the concert hall!

NEW!

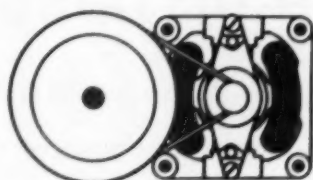
HIGH FIDELITY COBRA-MATIC RECORD CHANGER WITH 4-POLE MOTOR

Sensational ALL SPEED Record Changer Virtually Eliminates Rumble!
Gives Continuous True High Fidelity!

4-POLE MOTOR runs quieter than standard 2-pole motor and at half the speed!

CAPSTAN DRIVE WHEEL is driven by flexible belt!

MOTOR IS "AWAY" from drive wheel—cannot transmit vibration!



2 COBRA-MATIC® RECORD CHANGER EXCLUSIVES GIVE EXACT RECORDED SPEED!

Plays all speeds—10 to 85 RPM—including 16 $\frac{3}{4}$ RPM for the new "Talking Books!"

STROBOSCOPE SPEEDOMETER tells when record is playing at EXACT recorded speed!

VARIABLE SPEED CONTROL allows turntable to rotate at EXACT speed for TRUE HIGH FIDELITY!



Sensational NEW ZENITH SALES STAR!

ALL NEW!

**BIG ALNICO-5
MAGNET SPEAKER
THAT FIRES
SOUND OUT FRONT!**

**FULLY AUTOMATIC
RECORD CHANGER!**

**EXTRA SENSITIVE
WAVEMAGNET®
ANTENNA!**

**LONG DISTANCE
AM RADIO!**

**4-SPEED
PHONOGRAPH!**

**TONE CONTROL FOR
PRECISE SHADING!**

**AUTOMATIC
SHUT OFF OF CHANGER!**



PORTABLE AC ZENITH RADIO- PHONOGRAPH

**IT'S A POWERFUL ZENITH RADIO!
IT'S A FAMOUS ZENITH
4-SPEED AUTOMATIC PHONOGRAPH!**

The Serenade, Model **Z550G**. Famous Long Distance AM reception brings in even weak, distant stations. Powerful Superheterodyne Circuit. Zenith Wavemagnet® Antenna. Zenith Custom-Matic Record Changer with Automatic Changer Shut Off. Large 5¼" speaker fortified by Alnico-5. Variable Tone control knob regulates bass and treble. Lightweight Tone Arm. Tone Arm Lock. 45 RPM spindle carried inside case as standard equipment. Civil Defense frequencies marked on radio tuning dials. AC only. Luggage type case of high grade wood, covered with rugged Durastron. Wedgwood Blue and Nickel Gray colors (**Z550G**). 9" high, 16" wide, 19¼" deep. Weight: 24 lbs., 3 ozs.



**STYLED LIKE
SMART LUGGAGE!**



Leader Phonograph!

The Music Maker, **ZP-6**. Plays four speeds: 33⅓, 45, 78 and 16⅓ RPM. "Twist Action" 45 and 16⅓ RPM spindle built right into turntable. Dual Needle Cartridge with manufactured sapphire tips. Separate volume and tone controls. Zenith quality speaker fortified with Alnico-5 magnet, fires out front. AC only. High grade wood covered in Durastron. Two-tone blue and white (**ZP-6B**); two-tone green and white (**ZP-6P**); Williamsburg Blue and Light Gray (**ZP-6Q**). Weighs only 8 lbs.



Two Speakers!

The Pied Piper, **ZP-7**. Plays four speeds: 33⅓, 45, 78 and 16⅓ RPM. "Twist Action" 45 and 16⅓ RPM spindle built right into turntable. Dual Needle cartridge with manufactured sapphire tips. Separate volume and tone controls. Two Zenith Quality 4" speakers fortified with Alnico-5 magnets fire out front. AC only. High grade wood, covered in Durastron. British Tan and Driftwood Beige (**ZP-7L**).

Automatic!

The Band Box, **ZP-8**. Plays four speeds: 33⅓, 45, 78 and 16⅓ RPM. Automatic Record Changer with Automatic Shut Off for entire unit. Automatic Intermix 10" and 12" records of same speed. Dual Needle Cartridge with manufactured sapphire tips. Separate Volume and Tone Controls. Two Zenith Quality 4" speakers fortified with Alnico-5 magnets fire out front. AC only. High grade wood, covered in Durastron. British Tan and Driftwood Beige (**YP-8L**).

**ZENITH GIVES YOU THE GREATEST NEW PRODUCT STORY...BACKED BY
THE MOST AGGRESSIVE SALES AND MERCHANDISING PROGRAM IN THE
ENTIRE INDUSTRY! SEE YOUR ZENITH DISTRIBUTOR NOW!**

ZENITH



**THE QUALITY GOES IN
BEFORE THE NAME GOES ON**

The Royalty of RADIO, TELEVISION and PHONOGRAPHS

Backed by 37 years of leadership in radionics exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 39, Illinois

TRENDS REGION BY REGION

slowly. Electric ranges are at a virtual standstill, but utilities are activating high powered promotional activity which should provide impetus for a fall campaign.

For the year as a whole, utilities report varying sales pictures. Most are about even in sales, with a few noting very slight increases. One reason could be the slowdown in residential building. However, a spokesman says he believes retail outlets are doing less built-in business, while distributors are increasing their sales. They do not have an accurate picture of any added sales as a result of distributor activity.

Television sales improved for most dealers in the last month. The recently concluded political conventions were a major reason for the rise, but not the only one by a long shot. Clearance sales and specials contributed to the volume rise.

The fan market on the whole was poor. A few dealers tell us movement was fair, but the Southwest no longer is a choice market. Several retailers have gone out of the business because, as one man put it: "The market seems to be shrinking rapidly and we have reached the point of no return."

A recent tour through Oklahoma has left one outstanding impression. Concern over price structure has increased and action is underway to try and stabilize prices and profits. One distributor set up a policing plan whereby his dealers must maintain prices that will assure him a reasonable profit—either through trade-ins or less discounting without one. In Tulsa, a local chapter of NARDA is being organized to try, among other things, to get dealers to understand that discounting hurts all of them, not just a few.

In spite of this concern about dwindling profits, there's little pessimism in Oklahoma and the Southwest. There is a realization that a decent profit is essential to good business and there is also a growing determination by dealers to go out and get the business. This last attitude leaves the impression that if dealers expend a little more effort, business will remain good.

... in the GREAT LAKES

William N. Troy



Year-end sales picture bright . . . Air conditioners fall prey to continued cool weather . . . Dealer inventories in good shape

WHILE the present appliance market in the Great Lakes area shows little inclination to move sharply; up or down, prospects for a healthy year end market are bright.

Predicted increases for the last half of 1956 over 1955 range from eight to twenty percent. Even the most pessimistic say that "things ought to be at least as good as they were last year."

Reasons for the happy outlook aren't hard to

come by. A Louisville, Kentucky dealer looks for "ten percent more volume, with harder selling and higher prices." A central Michigan man figures, "our third and fourth quarters should equal or exceed last year, depending on the weather and the farm crops." In Leitchfield, Kentucky it looks good "because we have good crops in this area." In Jackson, Michigan, "we expect and will do about eight to ten percent better than 1955. Some auto workers are now being called back for the new 1957 models." Another dealer, in West Virginia, whose customers are mostly farmers, says: "I have noticed for years that farmers buy better after they see they are going to have good crops and they certainly look good now."

If the last four or five months pan out the way dealers believe, it will be in sharp contrast with the first six or seven months of this year. For example, from mid-July to mid-August, dealers were reporting sales off as much as forty-seven percent from the same thirty day period a year ago.

Biggest complaint among Great Lakes dealers is the continuing cool weather, which has seen hardly a day when the temperature climbed above ninety degrees. "It's killed our room cooler and fan sales," says a Detroit dealer. Still, room coolers moved well earlier in the year, well enough to send 1956 well above 1955 levels. The earlier-than-expected slack off in air conditioner sales has at least had one beneficial effect. Dealers aren't being left with heavy inventories.

In fact, the inventory situation generally is a healthy one. Dealers started slowing up on buying in June, even in the face of a strike, because the market looked unsure. Now they're buying again, but in limited quantities. Only a few dealers say their inventories are "too heavy" and these are in areas which were directly affected by a lack of buyers during the steel strike. The rest are "buying as needed." A Cleveland dealer says that his "inventory is low and we are starting to take advantage of specials before price rises now announced or that we expect to be announced." Thus dealers generally will not find themselves in the position of being overloaded if the fall and winter selling doesn't live up to its notices.

TV, which limped through an unusually bad summer, is expected to make seasonal gains when winter programming begins again in late September and early October. But most dealers have the feeling that even in a healthy fourth quarter, TV will lag behind year-ago figures by as much as five to ten percent. Portable TV's are still moving fairly well in urban centers, but the pace has slowed, and some retailers are saying that all selling a new portable set does is cut into the used TV set market.

If anything can whip up TV sales it will be color, and that will depend in great measure, says a Cleveland dealer, "on the amount and quality of programming in that medium which is set up this fall." Reduced prices or cheaper models of color sets have not as yet brought a warm response from many dealers, who feel that quality of reception has been reduced with the price.

The market in used appliances has taken a big jump in the last two months. A number of dealers are reporting that they're revamping their used merchandising sales practices, in at least one case even setting up a separate department and staff, to handle the rush. In biggest demand are those appliances which customarily take the biggest bite from the customer's pocketbook—refrigerators and ranges. At the same time, retailers are having to put more time in on their used equipment to move it. A dealer in Port Huron, Michigan says the 1956 used refrigerator market is the best he's

had in years, as a result of "putting more effort into selling and doing a better job of reconditioning."

A Detroit dealer has found his used refrigerator sales are increasing by selling the customers the idea of having an extra box, at low cost, in which to store beverages, party supplies, etc. He's also selling a good number of them to older people recently gone on pension.

Washer-dryer combinations held up remarkably well this summer—many dealers say they did better unit volume on them than they did on refrigerators and freezers. Most attribute it to the extremely rainy weather. New refrigerators, on the other hand, never really got off the ground, with much consumer caution on prices.

With a slow summer behind them, most dealers expect to pick up in the last months of the year. But even with the gain, they don't believe 1956 will exceed 1955 totals. And, many of them are thinking along the lines of a Columbus, Ohio dealer who said: "nothing seems to be doing much good for appliances and TV. We are looking to furniture to enhance our volume. We started in furniture just a short time ago to replace some of our lost TV and appliance volume."

... in the SOUTH

Campaigns continue as dealers aim at "somewhat better" year this year than last . . . List price loses all meaning . . . Fan sales lag

Southern appliance dealers and distributors have been in a frenzy of sales promotion programs since early spring, hitting every major and minor appliance from home freezers to baby bottle warmers. No sooner than one campaign ends, appliance marketers plunge on to the next—often before they've had a chance to calculate the success (or failure) of the first.

And, of course, in the background of all this is the "Housepower" campaign to supply enough juice to safely operate the appliances the high pressure sales programs are putting into homes.

New Orleans dealers wound up a three month home freezer campaign in midsummer, and found that their sales efforts had yielded slightly less successful results than last year's record breaking promotion. Shifting their efforts to an entirely different level, light bulbs get the treatment in a month long September campaign.

In the Carolinas, dealers wound up their "white gloves" campaign, then launched into a "freezer living is leisure living" push which will carry through to the end of September. Appliance marketing men only hope that the current campaign is as successful as the "white gloves" promotion—range and water heater sales were 155 per cent of quota for three month campaign.

Florida dealers and distributors wound up their "beat the heat" campaign at the end of August, haven't yet had time to calculate the final results. Midpoint in the campaign, however, air conditioner sales were already 150 percent of the set quota, but this gain obviously came at the expense of the other two lines being promoted—exhaust fans and portable fans. These items were limping

(Continued on page 28)

Look who's buying the COMBINATION



THE YOUNG WIFE

Her family is growing and she wants the most modern home laundry appliance there is... the Easy Combination Washer-Dryer. She lives in an apartment or a new "no-cellar" ranch home, where *space-saving really counts*... and the new Easy Combination gives her a washer *and a dryer* in one unit only 27 inches wide.



THE OLD-WASHER OWNER

Now she can chuck the old clunker and chuck her clothes line, too! Perhaps she's a working wife, (there are over 10,000,000). She can load the Easy Combination Washer-Dryer in the morning and have her laundry clean and dry at night! The 27 inch wide Easy Combination fits right in with her new kitchen plans too.

EASY WASHING MACHINE DIVISION OF THE **MURRAY** CORP. OF AMERICA, SYRACUSE 1, N. Y.

YOUR YEAR IS HERE IF

new EASY WASHER-DRYER!



THE HANGER-UPPER

Like 93 among every 100 women, she had no dryer! She traded in her old washer on an Easy Combination. Now one machine does the work of two. Just push a button on dirty clothes...take them out washed, rinsed *and dried*! Easy gives twice the air circulation of ordinary dryers... no lint, no steam, no venting.

THE EASY ANSWER

That's what all three types of prospects find—the Easy answer to all their laundry problems. These housewives spread the word—every woman who buys an Easy Combination Washer-Dryer becomes one of your star salesmen. She sends in Prospect Type Four—the next door neighbor.

There's a multi-million dollar promotional campaign now rolling to send more women like this to your store if you're an Easy dealer. If you aren't, call your Easy representative. He'll tell you about the full Easy line of Automatics, Matching Dryers, Spindriers and Wringers... the only complete line in the industry! Or write Easy Washing Machine Division of The Murray Corporation of America, Syracuse 1, New York.



YOU'RE AN

EASY

DEALER

TRENDS REGION BY REGION

along at about 25 percent of quota.

In the meantime, dealers in Florida are in the midst of a 60 day dishwasher campaign—feeling that this item is finally emerging from the "luxury" class.

To digress from sales campaign reports for a moment, the poor fan situation shows up elsewhere in the southeast. In the Nashville area, fan sales, particularly the exhaust type, have dropped to almost nothing.

"You can get a fan almost any place by naming your own price," says an association man. "I think fan sales have gone with the wind, just as space heaters went."

As to "how business is," it's spotty—ranging from excellent for some lines in some areas of the Southeast, to discouraging in other lines and areas.

Prices in some southern cities are at rockbottom, with "list price" all but having lost its meaning. Overall, dollar volume is holding up well, but it is not maintaining the faster pace set earlier. Sales of all electrical appliances in central and southern Florida, for instance, for the last month reported were \$6 million plus, or about 19 percent below the same month last year.

Dealers aren't talking about their profits, which probably indicates that they are down considerably.

The advent of warm weather over the past six weeks gave a momentary spurt to sales generally. "But it didn't do as much for us as we had anticipated, or at least hoped for," says an Atlanta dealer. Overall, dealers say they expect the year to end with total sales "somewhat better" than 1955, and there's only the slightest hint of moonlight whistling behind the prediction.

... in the FAR WEST

By Howard J. Emerson



Business is better than it sounds and fall prospects are good . . . More dealers go full-line . . . Twist on the double billing angle

BUSINESS for the appliance-TV dealers in the Far West should be pretty bad because there is a persistent area-wide grumbling that should come only from a serious drop in seasonal volume. But when these grumbles are investigated, there seems to be little foundation for them.

In early August, spot checks of business in every section of the Far West showed volume nearly equal to the 1955 level. Exceptions are laundry equipment, which is ahead of last year, and refrigeration, which is behind. Television continues to surprise most of the industry here by holding up well above the volume expected at this normally dull time of the year.

The Gripe Vine. What is all the grumbling about, then? Traced down through interviews,

the grumbles seem to arise more from basic fears about the future of the industry than they do about present day business conditions in the area.

The trend to mergers at manufacturer level has many dealers worried. "No independents left . . . big ones are going to crush the dealer . . . we won't have any choice of brands," commented one northern California dealer. When it was pointed out that he carried General Electric and Norge, which have been full lines for years, he shrugged, "I don't mean me. I'm doing alright—4.9 net so far this year—just think of the industry. Things are changing—not sure they're good changes."

Other dealers have been concerned out here about the usual but not above normal crop of July and August failures of appliance-TV and furniture-homewares dealers. "Sometimes I sit down in the evening and wonder whether I'm next on the list," a Phoenix, Ariz., dealer commented. "So many going out it makes you wonder." Later in the interview, with a feature article in mind, this writer checked dates for photographs. "Oh, anytime up to December. We're so busy I won't be able to get any time off until after Christmas."

So it is with other dealers here—take the one that is worried about the business going to builders. "The builders are getting hundreds of orders for built-ins—same brand I'm stocking. It isn't fair," a Pasadena, Calif., dealer griped. "How are free standing ranges moving," he was asked. "Oh, I'm doing a lot better there this year. Lot of people see the built-ins in these new developments and decide on electric ranges—some built-ins too." "Do you have any contact with these builders?" he was asked. "Hell, no. I'm too busy here at the store."

The Long Straight Line. The trend toward a dealer carrying only one full line becomes more evident every day in the Far West. Why are they doing it? You are free to pick your own answer.

One of the most competent marketing experts in the appliance-TV industry in this area believes without question that dealers are going to one line because it is the first opportunity they have had to do so economically. "Let's face it—until a couple of years ago there wasn't a manufacturer who could offer the dealer a full line of quality products. Every so-called full line manufacturer had two or three products that were tops—usually he made them. The rest of the line he filled out from other sources. The dealer with such a line had to pick up a brand from an independent who was better accepted in the product which his full line manufacturer didn't make or didn't make well. The dealer had to have a top quality product to sell in refrigeration, in laundry equipment and in radio-TV. He couldn't depend on any full line manufacturer to supply all that."

"Today—for about a year now—the picture has changed. Almost every full line has top quality products. A dealer with one line can sell the refrigerator or the washer with as much confidence in each. He doesn't have to rely on a second brand to the extent that he did two years ago. There are some glaring exceptions to this, I know, but soon those will be cleared up."

A dealer in Seattle sees this trend toward one line increasing but he puts the cause on the problem of working capital. "The dealer just can't go on financing two lines. He has to do twice the volume to make the same profit he had four years ago. If he can cut his flooring costs in half, or the use of his own money in half—he's that much better."

In San Diego an industry executive witnessing the trend to one line by dealers in that area com-

ments: "The dealers are talking about getting a better relationship with the manufacturer and distributor—they want to get more co-op money, more help in promoting the line, more promotions. They want to take advantage of the national advertising that the brands are doing—they want to be 'headquarters' for what is advertised on television and in the women's magazines. And they definitely expect to get better protection for their franchise."

Too Many Bills? From out of the Far West, from the advertising manager of a small suburban newspaper, The Advance-Star in Burlingame, Calif., has come a letter which brings into the open a problem everyone in the industry is living with but few are talking about. From the desk of William C. Babb, this letter has been sent to NEMA, NAED, Advertising Age, Printer's Ink and other interested people:

"It probably will be a new experience for you to receive a complaint from a newspaper regarding 'double billing', but, frankly this letter is an attempt by the writer to put the shoe on the other foot."

"At nearly every meeting and convention of the various newspaper advertising manager associations to which I have belonged, I have been subjected to speeches and talks about the evils of double billing. These talks have all been delivered by appliance distributors and there is absolutely no doubt in the minds of conscientious advertising managers that these men are right in their contention that double billing is morally and legally dishonest."

"At the business level, however, many of these distributors practice a different code than the one they extol from the rostrum."

"In the effort of many a distributor to get the retailer to advertise his product, he will encourage the retailer to request his newspaper to double bill. I have actually been told by several distributors that they do not care what rate is charged by the newspapers as long as it is on that newspaper's billhead. They say that the factory will reimburse only on such a bill, but that the amount is not considered."

"Obviously, there are any number of methods that newspapers can use to double bill, from giving the retailer a stack of its billheads to billing him at the open rate for co-op purposes, and then giving him a second bill at his actual rate for payment. These methods in practice allow the retailer an opportunity to buy newspaper space for 5 or 10 cents per column inch or in some cases, even allow him to make a profit on the advertising he buys."

Mr. Babb continues with an illustration of the problem double billing presents to the smaller newspaper, when the latter is faced with competition from another newspaper which permits double billing.

"A newspaper in a monopoly market that refuses to double bill has no problem. . . . In a competitive market however, the situation is completely different . . . the retailer can use either of the newspapers and invariably chooses the one which will 'give him a break' . . ."

"My simple question," asks Mr. Babb in his letter to NEMA, "Is this fair?"

"It seems to most of us that this is a relatively easy problem for the manufacturer to correct. All he needs to protect himself (and honest newspapers), is a retail rate card from each paper in which his dealers advertise and a monthly bill from those papers. In the case of newspapers which charge their national rate for appliance advertising, a national rate card would do the trick . . ."

(Continued on page 32)

Million-Dollar Ad Send-Off for Presto's Operation Jack Rabbit!



We've Multiplied and Multiplied
and Multiplied Advertising Dollars for

EXCITING COLOR SPREADS! NATION-WIDE TELEVISION

aimed at your market!

A million dollar barrage month after month after month
beginning in SEPTEMBER!

with
**LOCAL
TV
IN YOUR
MARKET!**

\$6⁹⁵*



9" Fry Pan

\$10⁹⁵*



11" Fry Pan

\$12⁹⁵*



9 x 15" Griddle

\$14⁹⁵*

One Control-Master Runs a Family
of Appliances—So You Can Display
the Lowest Prices in the Industry!

Now sell the most exciting line of appliances
in years, to customers who will be pre-sold by
the most exciting advertising campaign Presto
has ever conducted! Big color spreads in Life
and the Saturday Evening Post! Color Pages!
A saturation program of dramatic TV spots
in every major market! And this campaign
KEEPS UP month after month after month!

We know we've got the hottest thing in the industry—and we're
backing it with real money! See your Presto distributor now,
and ask him about all the new Control-Master appliances to be
introduced in time for a big Christmas!

Start with 3! More coming this fall!

*Manufacturer's recommended retail or Fair Trade Price. Fed. tax included.

PLUGS IN to cook by con-
trolled heat.

DETACHES so appliances
wash under water, han-
dles and all!



Presto® Control-Master® APPLIANCES

National Presto Industries, Inc. Eau Claire, Wisconsin
Makers of Electric Pressure Cookers, Deep Fry Cookers,
Steam Irons and Coffee Makers, Presto Cookers and Canners

Every touch starts you toward another CROSLEY sale!

crosley

and only

crosley

has the

New **AUTOMATIC**

the electronic device that "triggers"



HERE's the most demonstrable feature in television today! With Crosley's new Automatic Tuner-Bar you have a sales-making device that's far ahead of them all!

Once your customers touch Tuner-Bar, they begin a whole chain of electronic events—they're being treated to Crosley's Automatic Big 5. The new Crosley • Automatically changes channels • Automatically controls focus, brightness and contrast • Automatically guards against picture distortions

• Automatically controls volume • Automatically protects tube life!

That's why every touch starts you toward another Crosley sale—Crosley alone has the World's First *Fully Automatic TV*... *at no added cost*. So sell the sets that demonstrate the difference! See your Crosley Distributor about the new 1957 Crosley Line—and see for yourself why Crosley is **KNOWN FOR THE NEWEST... RESPECTED FOR THE BEST**

Only CROSLEY brings your customers the Automatic Big 5!



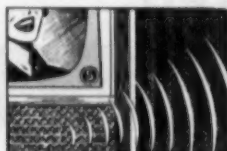
No more fiddling with station dials—Automatic Tuner-Bar stops at consecutive channels or only those that have been pre-selected.



No more fussing with weak or blurry pictures—Automatic Picture Monitor adjusts quality 15,750 times a second.



No more scrambled pictures—Automatic Interference Guard helps avoid interference from trucks, planes or appliances.



No more weak or booming sound—Automatic Sound Control adjusts volume level from channel to channel.



No more worry about tube blowout—Automatic Tube Protector prevents harmful flood of electricity whenever set is turned on.

TUNER-BAR!

the world's first fully automatic TV...

for a better picture every time... automatically!



Crosley's Automatic Remote Control really brings automatic TV to your armchair. From across the room you can turn the set on or off, adjust the volume, change stations—consecutively or only to those channels that have been pre-selected. Automatic TV Eye lights up every channel—you get perfect pictures without further adjustment. Crosley Remote Control is an "extra" feature that gives you extra profit opportunity.

BE SURE YOU SEE Television's EASIEST-TO-SERVICE "Power Plant"—95% of all parts are replaceable without removing the chassis from the set!

Two great names from one single source

crosley and bendix
HOME APPLIANCES

DIVISIONS OF AVCO MANUFACTURING CORP., CINCINNATI 25, OHIO

Dearborn

PROUDLY PRESENTS ITS

all-new

UNVENTED WALL HEATER

Designed by Dearborn... manufactured by Dearborn... with the built-in Dearborn quality you have known for years, this all-new UNVENTED wall heater has features you can sell because it has the features your customers want!

You Can Sell...

- Quick, simple installation — it hangs on the wall
- Safety and convenience of its Coal Safety-Cabinet
- Specially designed, super-efficient burner
- Fully visible flame
- Comfort-making forward heat flow
- Completely enclosed controls — more safety by Dearborn
- Combustion chamber and baffles made of Black Beauty steel
- Beautiful styling — finished in smart Dearborn Coppertone
- Takes no floor space—little wall space
- Competitively priced



Send today for additional information on this new Dearborn profit-maker

48" high, 20" wide, only 6 1/2" deep. Burns any type gas... uses any operating and temperature control available on Dearborn's regular line of space heaters.

Dollar-wise... it's

Dearborn®

1700 W. COMMERCE • DALLAS, TEXAS

TRENDS REGION BY REGION

... in CANADA

By M. L. Schwartz

Good July cleanups help firm August prices... Restricted shopping hours will be fought... Chains show spectacular gain in survey... Trading stamp backers won't retreat

MANY dealers have recorded good results from their July cleanup sales, particularly those who spent more on ads and offered more free bonuses, gifts etc., to push sales of washers, refrigerators, ranges and others, with prices showing tendency to firm early in August. Estimates of gains dollarwise over last summer's business range from 15 percent to 20 percent for individual dealers.

"Our special sales this July improved about 20 percent over a year ago," said a large independent appliance dealer in an important eastern Canadian center, adding that the firm spent much more on ads this year and went all-out in offers of free bonuses, gifts, double-money back guarantees, easier credit terms, more service inducements, etc. "But it worked," he emphasized, "That little something extra brought in the customers."

One big Montreal dealer said summer clearances were so good, except for TV's and radios, that some of his salesmen cancelled their holidays "to get in on the business." He estimated a sales jump of "at least 15 percent maybe more" and said bluntly that "our gimmicks paid off."

Many other dealers repeated similar stories about their July cleanups but some small fellows, with little capital, seemed to find the going harder this year, with one of them complaining that "those crazy gimmicks are killing normal business and I'm going back to furniture business full-time." It seemed the so-called bigger dealers were generally doing much better this July in sharp contrast to poorer business for smaller dealers, some of whom said sales were down dollarwise from 25 percent to 40 percent in some lines. The top man of a major distributing company claimed a combination of circumstances caused prices to firm late in July in some regions of eastern and cen-

tral Canada as well as moving up for August, with an earlier-than-usual pickup forecast in September. Washers, TV's, furniture, refrigerators and perhaps other items are heading upward.

Pressure is expected to be intensified to allow dealers more freedom in regard to store hours and more evening shopping. With more Canadian married women working today than ever before in history, more Canadians living in outlying or suburban regions, and more cars on Canadian roads, shopping habits are changing to make some present-day closing-hour regulations completely outmoded. And dealers are going to see that these are brought up to date.

The powerful Council of Women of Ontario is known to have made a strong case for the repeal of a law whereby three-quarters of the merchants in any community can restrict store hours. This law has allowed evening shopping to be banned in areas where this was not wanted by merchants. "As the law now stands, if three-quarters of any class of merchants petition the town or city council for a by-law restricting the hours of stores being permitted to remain open, the municipal council is bound to comply with the request."

Chain sales of appliances, radios and furniture are showing a spectacular increase this year over independent stores, according to latest nationwide survey by a Canadian Government source. This trend reveals that of the 7.8 percent boost in business for all stores in the first five months this year, the chains obtained a gain of 10.7 percent in contrast to the independents' 7.2 percent, whereas in 1955 in the same period such chain sales actually dropped 3.3 percent over preceding year when independents showed 3.3 percent increase. In an overall picture, last year witnessed a gain of only 1.9 percent for all such stores.

(Continued on page 36)



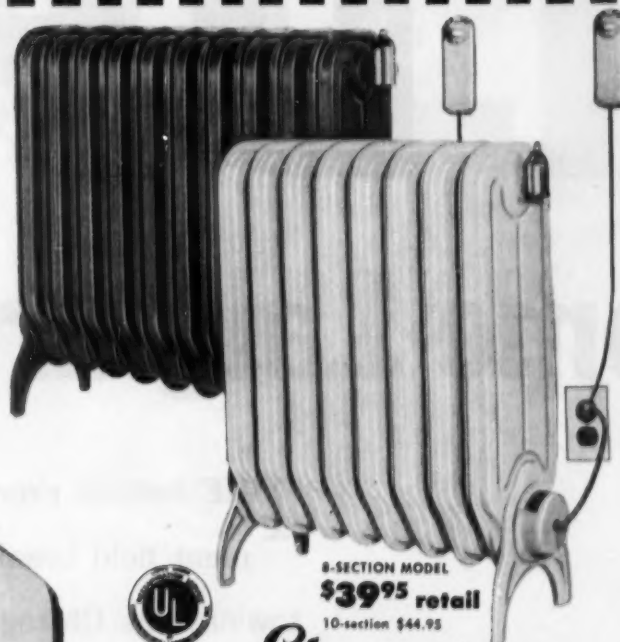
"THIS *Electresteen* DEAL IS A DREAM DEAL, BROTHER"

Free de luxe
\$9⁹⁵ Thermostat
with every (yes, every)
Electresteen
PORTABLE ELECTRIC STEAM RADIATOR

"Buy one, get one free!" That's the word, brother. That's the deal of the year! Electresteen Radiators are better than ever. The FREE thermostat is a big \$9.95 value. Both are customer-wanted. Both make a combination hard to beat. They spell *extra* automatic comfort for your customers. They build *extra* sales, *extra* profits for you!

The big "One for One" Deal runs a limited time only. Cash in. See your Electresteen distributor today!

VALUE
\$9⁹⁵



8-SECTION MODEL
\$39⁹⁵ retail
10-section \$44.95

NOW *Electresteen* HAS A CALROD-TYPE ELEMENT

- **New feature!** Improved Electresteen with stainless-steel element serves better, longer.
- **Safe heat that can't be beat!** Gentle, even heat in every corner. Runs 200 hours without refilling.
- **Most economical!** Less than 2¢ an hour to operate in most areas. All-steel, heats 4 times faster.

Big Ad Campaign



Better Homes & Gardens • American Home •
Sunset • New Homes Guide • Home Modernizing
• Ebony • Progressive Farmer • American Motel
• Tourist Court Journal • Room Service

ORDER NOW!
**GET IN ON BIG
FALL AND WINTER
PROFITS** with *Electresteen*

*ELECTRIC STEAM RADIATOR CORP., DEPT EM-3
ONE ELECTRIC AVENUE, PARIS, KENTUCKY

Gentlemen: Please send me information about the
Electresteen line and the new "One-for-One" Special.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

*Subsidiary of Lunders, Frary & Clark

You're a sure winner in

DAILY

Home Laundry Promotion,

THE hottest promotional entry in the home laundry equipment field breaks from the starting gate October 1. That's the day the Chicago Tribune, in cooperation with the Electric Association of Chicago, launches the **DAILY DOUBLE!**

The exciting **DAILY DOUBLE** contest, to be published in the Tribune, will pay off with brand new, latest model washers or dryers to the most skillful entrants. And by visiting their dealers, they can become eligible to win *both* a washer and dryer with a single entry.

This market-wide event is designed to produce big scale consumer *and* retailer action for you. The **DAILY DOUBLE** will

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

the Chicago Tribune's big

DOUBLE

October 1 through 24!

draw store traffic from Metropolitan Chicago's largest audience of home laundry equipment prospects.

DAILY DOUBLE plans call for 22 full pages of advertising and news in the Tribune devoted exclusively to the home laundry equipment industry. Think of the setting they will provide for your advertising! Picture how they can help you cash in on the buying enthusiasm the **DAILY DOUBLE** will create!

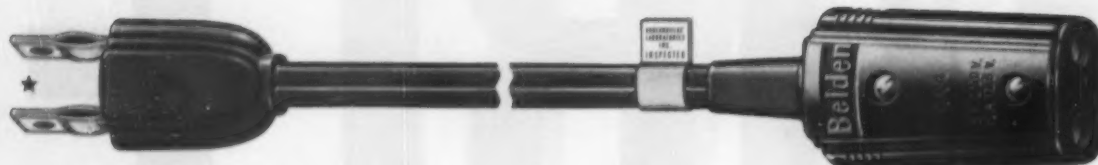
Now's the time to step up to the window and buy your ticket for extra sales in the Chicago market this Fall. Get the full story on the **DAILY DOUBLE** from your nearest Tribune representative.

Chicago	New York City	Detroit	San Francisco	Los Angeles
W. H. Mattendorf	E. P. Struhsacker	W. E. Bates	Fitzpatrick Associates	Fitzpatrick Associates
1333 Tribune Tower	220 E. 42nd St.	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Blvd.
Superior 7-0100	Murray Hill 2-3033	Woodward 2-8422	Garfield 1-7946	Dunkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



If it's worth replacing . . .



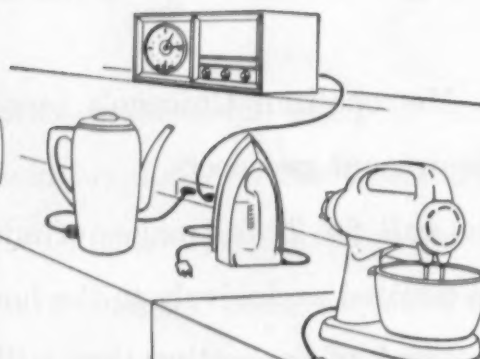
. . . it's worth a safe electrical cord



Belden

- EXTENSION CORDS
- REPLACEMENT CORDS
- HEATER CORDS
- RANGE CORDS

Each completed Belden Cord is listed by the Underwriters' Laboratories. Safe, convenient, and dependable Belden Cords are designed with the beauty of the appliance in mind.



HOME ELECTRICAL CORDS by

6-17

Belden

WIREMAKER FOR INDUSTRY
SINCE 1902
CHICAGO

★ PATENTED

Magnet Wire • Lead and Fixture Wire • Power Supply Cords, Cord Sets and Portable Cord • Aircraft Wires
Welding Cable • Electrical Household Cords • Electronic Wires • Automotive Wire and Cable

TRENDS continued

Dealers' sales included following gains in first five months, figures in brackets being for same periods last year: Quebec, 18.5 percent (down 9.5 percent); British Columbia, 9.9 percent (down 1.3 percent); Alberta, 5.6 percent (22.7 percent); Ontario, 5.4 percent (3.4 percent); Atlantic Provinces, 4.3 percent (17.2 percent).

Backers of trading stamps are determined to expand such operations in the Canadian retail field this fall and this may force some changes in electrical merchandising trade, at least in some lines and temporarily. This appears likely now despite charges by rival chains that legality of trading stamp plans are questionable in Canada, increase costs of regular products, and exploit consumers.

Thomas G. McCormack, President of Dominion Stores Ltd., charges trading stamp plan is a violation of law "which has protected Canadian shoppers from exploitation for 50 years", boosts costs by 2 percent, brings decreased market and lowers income of producers. Retail Merchants Association, too, suggests it is best to wipe out trading stamp plans in Canada by legal means.

However, a spokesman for the backers says "it is absolutely untrue that prices have increased by 2 percent or any other figure", that cost of stamp plan is absorbed by increased sales, and that warehouse efficiency, absence of stockholders and highly paid executives enable extra costs also to be absorbed without passing them on to consumer. "There is a tremendous consumer acceptance of the plan as evidenced by increased volume of sales and by increased redemption of stamps," he states, hinting "this may surprise you but it may bring even lower prices."

Meanwhile, immediate effects are that some dealers, even big fellows, believe these premiums, gifts and giveaways are making it unprofitable to handle some electrical goods for the time being. For instance, President Albert M. Greenberg, of A. L. Green Department Stores Ltd., with branches in Ottawa, Montreal, Kingston, Quebec City, etc., says bluntly "these giveaway plans discourage handling some electrical goods at present."

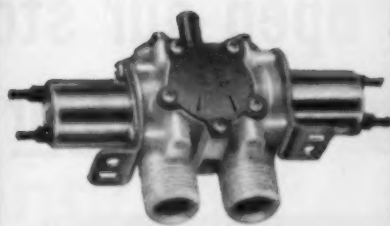
**TO SHARPEN UP
YOUR DEMONSTRATION**

**See the year 'round
marketplace . . .**

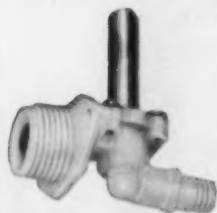
**Index to advertisers
on page 268**

HERE'S THE HANDFUL

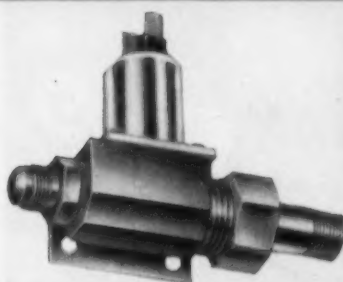
THAT MAKES
OPERATION AUTOMATIC



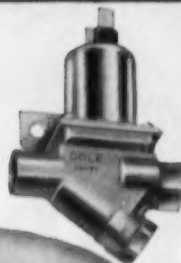
... on automatic
clothes washing
machines



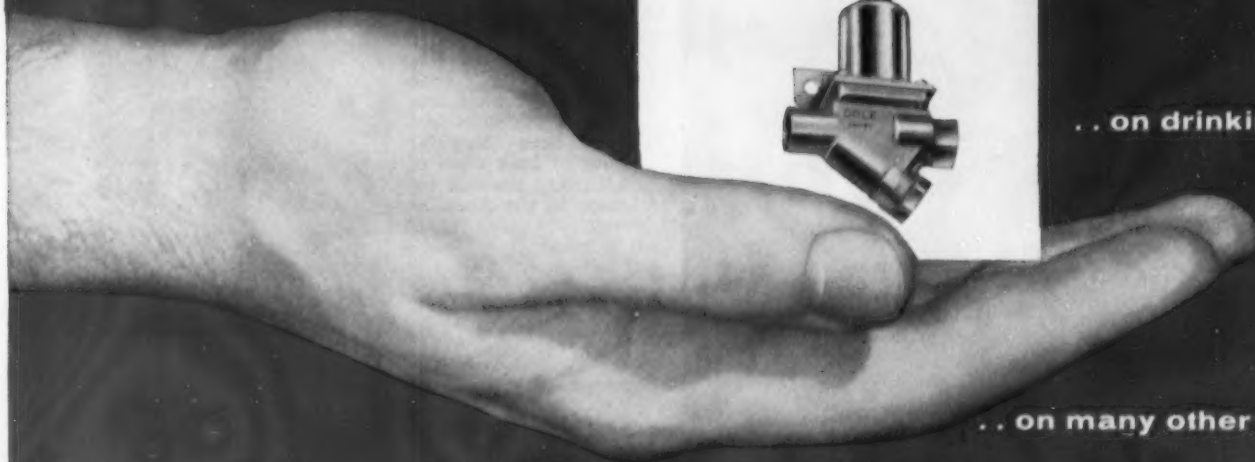
... on clothes dryers



... on dishwashers



... on drinking fountains



... on many other appliances

DOLE SOLENOID VALVES

Dole Solenoid Operated Valves have been the standard of the industry since the first successful automatic home laundry and dishwasher were developed. The simplicity of their operation . . . their dependability . . . their ability to stand up under the toughest service have led to their adoption by all leading manufacturers of automatic clothes washing and dish washing equipment.

In dealer service departments, too, Dole Valves are recognized for the simplicity of their design and the trouble-free service they render.

If you manufacture home laundries, dishwashers or other products where flow or temperature must be measured or controlled, be sure Dole Valves are on your equipment.

If you sell such appliances, a Dole Valve is your assurance of high-quality design and manufacture.

CONTROL WITH

DOLE

TRADE MARK

The Dole Valve Company

1901 Carroll Avenue Chicago 12, Illinois
Philadelphia, Detroit, Los Angeles



"all helped us open our store and helps us daily in developing more major appliance sales!"



Robert E. Poll, manager of the Appliance Mart, Champaign, Illinois, praises all as a very effective traffic builder, and a winner of friends for his store.

"We have found that stocking and displaying bulk sizes of all has been very significant in our store operations," says Mr. Poll.

"all has served us since our Grand Opening as an effective traffic builder, both in the home and in the store. It puts us in contact with our customers about every 4 months.

"This regular contact permits us to develop more sales of major appliances. It has also become an important segment of our service program—both by keeping our washer purchasers satisfied with their machines, and reducing costly service calls caused by thick-suds detergents that just don't do the job."

By reducing nuisance service calls, creating regular store and home traffic, assisting in big-ticket sales, and by bringing a better gross profit without price-cutting competition, all has become an important and profitable part of the appliance business.

all is recommended and sold by more appliance dealers and servicemen than any other soap or detergent. Why not give your Monsanto salesman a call to see how all can serve you.

all creates home and store traffic, helps the Appliance Mart know when customers may need new appliances. Regular sales of bulk sizes of all bring sizeable income to the store, as well.



Satisfied washer customers remember where they bought their washers, usually come back when they need new major appliances. Because all was designed to wash best in automatics, nuisance service calls and customer irritation are avoided.



FOR ADDITIONAL INFORMATION ON THE WAYS all CAN HELP YOU... PHONE OR WRITE

Monsanto Chemical Co., Consumer Products Division, Dept. 413, 800 N. 12th Blvd., St. Louis 1, Mo. Or contact Monsanto Sales Offices in: Cambridge, Mass., New York, N. Y., Philadelphia, Pa., Atlanta, Ga., Columbus, O., Chicago, Ill., Dallas, Tex., Kansas City, Mo., Los Angeles, Calif., San Francisco, Calif.

all is made by MONSANTO...Where creative chemistry works wonders for you



"all" is a registered trademark of Monsanto Chemical Company. © 1956

Mort Farr Says . . .

Today's Selling: Better than Ever



Mort Farr, Upper Darby, Pa., appliance-TV dealer

THERE is a lot of talk about the lack of selling and salesmanship today. We hear a lot about the old-time salesmen and the wonderful salesmanship in the good old days—when we had to sell.

Who were these super-salesmen of the past? To begin with there were few successful appliance stores as such before 1928 and the boom in radio. The low average of under-\$50,000 annual volume rung up by today's dealer would have been big business for most of the operators in those days.

In the '20's the dealer who sold radio seldom handled major appliances. In fact, a specialty selling organization usually sold only washers or only refrigerators. The major refrigerator manufacturer had either company-owned or distributor-owned branches in major cities and usually only the utility or the department store had a sales force as such.

A salesman had to know only one manufacturer's product and, in most cases, just one type of appliance. Radio like its later counterpart TV, never had to be sold. It was bought by a waiting, anxious public—just as they buy most forms of entertainment.

ENTER THE "SALESMAN". It was in the early '30's that these radio stores started adding refrigerators and washers—practically the only major appliances being sold in any volume at that time. In this period the utilities did the best job of recruiting and training house to house salesmen to bring to American homeowners the advantages of living electrically. About this time dealers began to take on so-called salesmen to augment their force and boost their sales figures by selling these newly added appliances. These are the men we are probably hearing about today and there were a few good ones recruited, some of whom are probably still around, either as dealers or in sales positions in the industry. However, the vast majority were men who, either having lost their jobs in the depression or never having had a decent job, turned to selling. If a man failed at all else, he still could walk into a dealer, get a stack of literature, price lists, an order book, and perhaps a 20-minute pep talk and was then sent out to ring doorbells as an outside salesman. By their very numbers and their high hopes on entering this business, they sold quite a bit of merchandise, but few of them made a living and while they drifted from store to store and tried for a drawing account, most departed the radio and appliance business and tried insurance or some other more promising field. The average earnings of a salesman in our business in the '30's was about \$1,000 per year—this despite the fact that commissions were high.

The utilities had some men making a living and some dealers had men eating regularly.

However, generally speaking, these salesmen of the '30's were a headache to the dealer. If they had a car you had to advance payments for them so they would not lose it. Every time one of their wives had a baby, it meant either a gift or a loan. You had to take them to lunch frequently; give them money out of your pocket until they closed that prospect they were living for. Many had a prospect list that was worthless, but they kept calling on these same people, always hoping. They had more tricks to sell people who couldn't pay, and get dealers tangled up in skips and repossessions than anyone could think of today. These great salesmen were one of the reasons that even the largest specialty organizations in New York and Philadelphia finally went broke.

In the early 1940's there was little need for selling due to the imminence of war and the scarcities that were apparent. If you had the merchandise, it took little selling. Of course, this was more pronounced during the war years when our industry had nothing to sell. Certainly the years immediately following the war required no salesmanship until our capacity to produce exceeded our sales capacity. For the last few years we have really had to learn to sell and many of us have been able to do just that.

TODAY'S COMPETITION. Another factor which made the going rough for the appliance dealer of the '30's was the appearance on the scene of Sears, Roebuck, and their low prices on refrigerators. Today Sears is a real potent competitor in the appliance business again, but for a different reason. Yes, they have price—but they also have salesmen. If you want to know how bad salesmanship is 1956-style, shop a Sears appliance department and hear the story their salesmen can tell you on their product. Observe their techniques of qualifying a prospect and closing a sale. Even the discount houses today have men who know how to sell and many of them really know their product. If you think that selling is poor in 1956, visit one of Polk Brothers stores in Chicago and show an interest in any of the hundreds of items they sell. You may have either to buy something, be kept there until they close as they turn you over from one to another—or tell them you are just a dealer shopping.

This then, is our competition. How do our retail salesmen compare with those of the good old days? To begin with, employment being high and wages good in all fields, we don't have the low caliber of men seeking employment in our business. In fact, we are failing to attract enough of the right kind of men to train. The very nature of appliance retailing with its long hours and six day week does not appeal to the

loafer. The men now selling on our floors are much better salesmen than those of yesterday. If there is one trouble it is that there are just too few of them. Our production facilities have far exceeded our capacity to move the goods. We need more salesmen. Where do we usually get our men? From each other! Now we must attract and train many new men if we are to reach the goal set by our industry.

MULTI-LINE EXPERTS. Our salesmen today are pretty generally high-type, well informed men. Instead of one product, or several, they have to have a first-hand knowledge of about 50 or 60 different appliances plus radio and TV. They must know three or four lines of television sets and the features in from 30 to 50 models in each line which is constantly changing. They must know all the intricacies of color television. They must be familiar with several lines of radios.

These men must not only understand the sales features and performance of the dozens of major appliances they sell, but enough about competitors' products to sell away from them. They must be able to advise a woman how to wash the new fabrics as well as how long to dry them. They must know how many dishes and glasses will go into a dishwasher and how much water is required to wash them. They need to know how to set the automatic timers on ranges, and advise a woman how to cook on it. They must be expert on how to freeze and store food in a freezer and what it costs to operate. They must know how to measure a room and how to figure the heat load depending on its exposure and the number of people occupying it to properly sell an air conditioner.

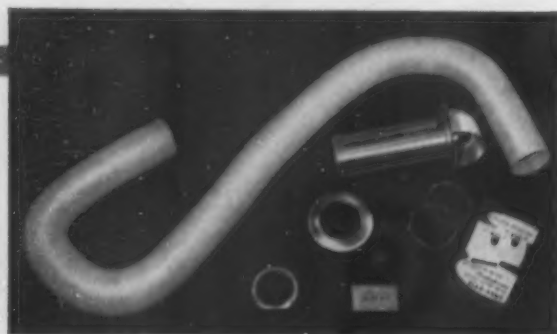
The dozens of traffic appliances with their thermostats and automaticity are incidental, but he has to have a working knowledge of all of them and keep up with the changes.

In addition, he now has to know how to appraise trade-ins and how to resell them. He knows how to take a credit statement, make out leases and figure finance charges. He has to qualify his prospects and know who or what is his competition. He must be able to present a better product story than the next man and compete with the catalog house and discount house, and in many cases he has to be able to hold his own with the other men on his own floor.

Today's appliance salesmen are better in every way. They sell much more per man, their earnings are at least five times what they used to be and most of them have been around for a few years. We just need more of them!

MORT FARR WILL DISCUSS: "Why Salesmen Fail—and How to Hire and Train Men".

New kits and products make FLEX-VENT® the most complete dryer venting line



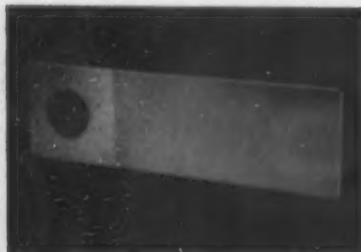
New! . . . Flexible Fiber Glass Ducting



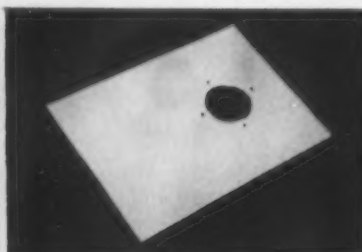
New! . . . All-Aluminum Ducting

No other line of dryer venting equipment is nearly so complete or versatile as Flex-Vent is today. There now are Flex-Vent kits and parts for any possible installation and for every dryer model. In addition to gleaming white flexible fiber glass ducting for easy installation around obstacles, the Flex-Vent line now includes: weatherproof, all-aluminum vent hoods; all-aluminum ducting; transparent plastic window plates; aluminum window plates; adjustable window plates for apartment and other temporary installations.

For complete information, mail us the coupon below.



New! Adjustable Window Plates



New! Plastic Window Plates

Approved by all leading dryer manufacturers.

Flexible Tubing

CORPORATION

GUILFORD, CONNECTICUT • LOS ANGELES 64, CALIFORNIA

Flexible Tubing Corporation, Dept. 89, Guilford, Connecticut

Please send me more information on Flex-Vent Kits.

Name _____

Title and Company _____

Address _____

City _____ Zone _____ State _____

ECONOMIC CURRENTS

Consumer Buying Power Is Jet Propelled

By the McGraw-Hill Dept. of Economics

A REVOLUTION in income distribution is one of the outstanding facts of our recent economic history. The most striking feature has been the tremendous growth in the number of families in the middle-income group. And this change, in turn, is touching off a revolution in the future sales and demand for appliances.

Average family income before taxes has more than doubled in 25 years. The average income before taxes per family in 1929 was \$2,340. By 1955 average family income (before taxes) had climbed to \$5,520. This was a gain of \$180—or three percent—over 1954, and \$3,180 over 1929. Thus average family income has grown at a rate of almost three percent a year.

But the cost of living and income tax rates have risen over these years. After adjustments are made for these increases, average family income has shown a remarkable rise. Average after-tax income per family was about \$3,730 in 1929, compared with \$4,980 last year. This represents an average increase of almost \$50, or over one percent a year.

A Levelling-Up Process

Not only have incomes risen, but a larger and larger number of families have been moving up into the middle brackets. In 1935 there were probably not more than 5,000,000 families with incomes which would correspond, at today's prices, to \$5,000 and up. Even in 1941 such families numbered less than 10-million. Today there are over 23-million families—or more than half of the nation's 52-million families—with incomes of \$5,000 or more.

The advance of families beyond the \$3,000 mark is just as impressive. In 1944 only 48 percent of all families earned more than \$3,000. Now more than 70 percent of the nation's families have incomes of over \$3,000 a year.

Thus our American revolution in income distribution has come from a levelling-up of incomes, not a levelling-down. More and more families have been able to escape from poverty into the middle-income brackets. At the same time the well-to-do have been raising their incomes too, but not as fast—especially on an after-tax basis.

The Rich Get Richer—But Slower

Families with large incomes have not been progressing as rapidly as the others because of taxes and inflation. Personal and business taxes affecting large incomes were raised to great heights during the war—and have been only partially reduced since. About half the increase in real incomes (adjusted for price increases) of the top five percent of income receivers between 1941 and 1955 was absorbed by higher taxes.

Inflation has also tended to level out incomes after taxes. With a rising price level, more and more incomes are thrown into the higher tax brackets, subject to higher rates. Thus the top five percent of income receivers have advanced only about one-fifth as rapidly as the average family. And they advanced only one-twelfth as rapidly as the lowest fifth of income receivers.

The Poor Get Fewer

In the meantime, however, there has been a sharp reduction in the number of really poor families. In 1935 there were 16.5-million families earning less than \$2,000 a year, at today's

(Continued on page 52)

**NOW! the last step in
making the automatic washer
100% automatic!**



'57 NORGE
DISPENSER WHEEL
WASHER

Watch it build traffic

**PRE-LOAD WITH RINSE
CONDITIONER WHEN
LOADING THE WASHER!**

**DISPENSER WHEEL AUTOMATICALLY
ADDS CONDITIONER
WHEN RINSING BEGINS**



NO MORE YELLOW—NO MORE GRAY All the Lint is Washed Away!

Norge has the first and only automatic way to give tap water greater rinsing power than soft water, rain water, or even distilled water—to banish forever the film that causes yellowing, graying, roughening, linting, and premature wear in your customers' clothes.

This stubborn film is deposited on her clothes and in her machine regardless of her detergent, her washer, or her water—hard or soft. Since it is caused by minerals in the wash and rinse water combining with soap or detergent residue, plain water rinsing can never

dissolve it. There is only one way it can be removed from her wash automatically.

The secret of this new method lies in Norge's new Dispenser Wheel that automatically mixes and dispenses a new kind of rinse water made with Calgon®. This new rinse water has the power to remove all trace of soap film and prevent new film from forming. So she gets a 100% perfect rinse—for up to 39% brighter, cleaner clothes, automatically!

Yes, and look at all the other exclusives you have to sell with this amazing new washer:

Hot or Warm Wash. Pre-select the wash water temperature needed according to the fabric. Saves hot water—saves clothes.

Warm or Cold Rinse. Norge automatically delivers either—to save on hot water and lengthen life of new man-made fabrics.

Automatic ReSUDSer. A really automatic way to save and re-use hot, sudsy water.

Dual Time-Line Control. Two automatic cycles—regular or short, depending on the fabric and the load.

PRO
YOU
ply
filled
oush

BRIN
give
strat
Was

Watch it build sales!

'57 NORGE DISPENSER WHEEL WASHER



PROVIDES YOU WITH A FOOLPROOF TEST OF EFFECTIVENESS, USING YOUR CUSTOMER'S OWN HANDKERCHIEF! To make this test, you simply ask your customer for her handkerchief...put it in a jar partially filled with water, add some Calgon water conditioner and shake vigorously. She'll see the soap film left in her hankie burst into suds!

BRINGS YOU SPECIAL CALGON GIVE-AWAY SALES CLINCHERS! You give a free box of Calgon to every customer who comes in for a demonstration, plus a free 12-box case of Calgon with every Dispenser Wheel Washer purchased!

MAKES ALL OTHER AUTOMATICS SEMI-AUTOMATIC! Gives Norge a *positive* sales advantage over all competitive automatics, because now Norge and *only* Norge can dispense water conditioner into the rinse, automatically! No watching and waiting for the rinse cycle to begin—no need to stop the machine. Your customer simply pre-loads the Norge Dispenser Wheel with rinse water conditioner when she loads the washer with clothes and detergent!

GIVES YOU A RED HOT FLOOR DEMONSTRATOR! Women will gasp with astonishment when you show them how the new Norge Dispenser Wheel automatically makes a new kind of rinse water—how it gives clothes a miraculous purity and whiteness!

ENDS SERVICE COMPLAINTS COMMON TO ALL AUTOMATICS! Thousands and thousands of service calls on all automatic washers are due to soap, mineral and lint accumulations. But all that's a thing of the past now! The new Norge Dispenser Wheel Washer automatically prevents these "bath tub ring" accumulations from forming on the washer as well as in the clothes—prevents deposits of any kind from forming in any part of the washer!

LETS YOU SELL WITH A 5-YEAR WARRANTY plus 30-Day Satisfaction Guarantee—proof of the quality and dependability built into every Norge Washer!

NORGE BACKS YOU ALL THE WAY—WITH THE STRONGEST DEALER-SUPPORTING CAMPAIGN IN AUTOMATIC WASHER HISTORY!

\$60,000 "WHEEL OF FORTUNE" MERCHANDISE CONTEST! A real business-builder you can tie in with right away. 200 new Norge Automatic Washers to be given away to potential customers just for completing a jingle! Yes! And do you know where they submit their entry blanks? At your store! So you have a chance to train your big guns on every contestant who comes in—to sell 'em a new Norge Washer or Dryer!

HUGE NATIONAL AD PROGRAM! Double-page and full-page ads, using the "picture-story" technique will soon be filling the pages of leading magazines across the country. Everybody in your trading area will know the "Norge Dispenser Wheel Washer automatically makes a new kind of rinse water—for up to 39% brighter, cleaner clothes!"

PLENTY OF CO-OP! A complete news-

paper advertising program—geared to make your store headquarters for Norge Dispenser Wheel Washers in your town—geared to cash you in on the big nationwide campaign!

RADIO-TV! A complete "package" of radio and TV spot announcements is waiting for your order—to introduce the Norge Dispenser Wheel Washer to potential buyers in your market!

HERE THEY ARE!

The NORGE BIG FOUR

YEARS AHEAD OF ANYTHING



Model
W5



Model
W4



Model
W3

5-YEAR WARRANTY! 30-DAY SATISFACTION GUARANTEE!

BUILT TO WIN IN THE TOP DOLLAR MARKET!

The top of the Norge Washer Line for '57 literally belts competition off the street. It has the fabulous new Dispenser Wheel, Dual Time-Line Control, Super-Rinse, Hot-Warm Wash Selector, Warm-Cold Rinse Selector, Time-Guide Line. Feature for feature, no other automatic can match it—at any price! Model W6 same as W5, but with automatic ReSUDSer.

BUILT TO WIN IN THE MIDDLE PRICE MARKET!

No other laundry equipment made can touch this sensational washer with its more-for-the-money appeal! Not only does it come equipped with the fabulous new Dispenser Wheel, but it also boasts Time-Line Control, Wash and Rinse Water Temperature Selectors, Aerated Water Fill, Super Rinse, Super Spindry and Automatic Washer Tub Brake.

BUILT TO WIN IN THE "PROMOTIONAL" MARKET

There never has and never will be a washer that's loaded with the promotional possibilities of this new Norge W3! Includes the exclusive Norge Super Rinse with 5 separate purifying actions, Aerated Water Fill, Wave-Action Agitator, Super Spindry, Automatic Washer Tub Brake plus the amazing new Norge Dispenser Wheel which is optional.

NEW SHORT LINE! LESS INVENTORY! FASTER TURNOVER

R In '57 Automatic Washers

G COMPETITION HAS TO OFFER!



FEATURING FEWER MODELS!

A new, abbreviated line that eliminates inventory problems—speeds turnover—and makes you a number one contender for the most washer sales in town! Look them over—compare the features—compare the prices! Norge is No. 1 on every battlefield!

NEW STEP-UP PRICING!

Norge outclasses them all—with 4 feature-packed new models armed to win on each of the fronts where the big battles for new washer business will be fought. And Norge's pricing lets you pull customers in with the low-low "Open End" job, so you can sell 'em up step by step to the higher priced models!

REVOLUTIONARY NEW FEATURES!

Competition will be years in catching up with all the new features...all the new benefits...all the new advantages built into the 1957 Norge Washer Line: new Dispenser Wheel, Super Rinse, Dual Time-Line Control, Hot-Warm Wash Selector, Warm-Cold Rinse Selector, Time-Guide Line and all the rest!

A REALISTIC PRICE POLICY!

No shaved discounts—no astronomical retail prices that scare away buyers! Norge Washers for '57 are competitively priced—with many models actually retailing for less than comparable 1956 models. So you *know* they'll bring in mass sales, huge profits!

BUILT TO WIN THE "OPEN END" BATTLE!

Wheel and deal—price it where you will—and they'll literally break down the doors to get at this feature-packed special! Push-buttons control wash action, operate spin or stop all action. Other features include Aerated Water Fill, Wave-Action Agitator, Mist-Spin Spray Rinses, Tidal Wave Rinse, Super Spindry, Automatic Washer Tub Brake.

LOOK!

THERE'S A MATCHING
NORGE DRYER FOR EVERY WASHER!



INTRODUCING-

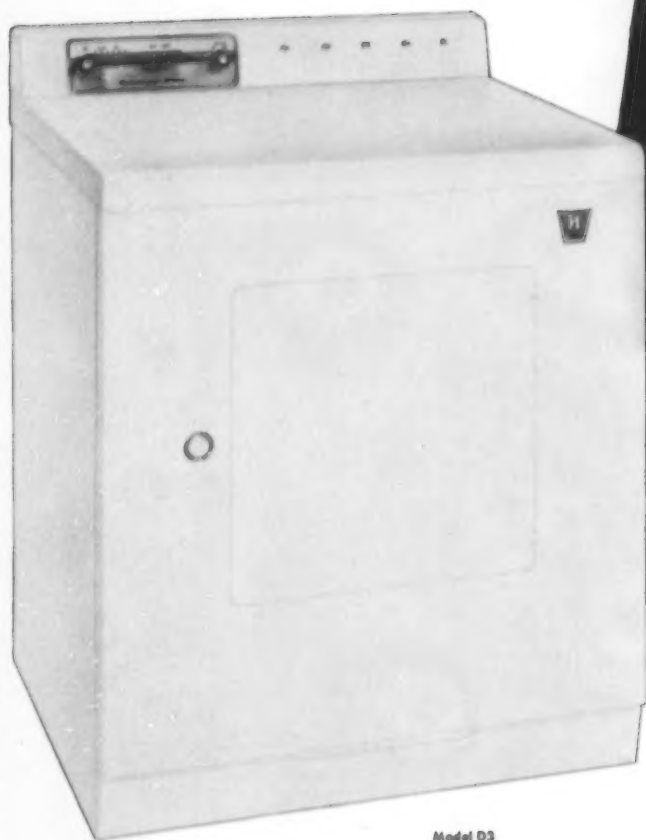
a fabulous line-up of

...TO ROUND OUT THE COMPLETE NEW

**ALL NEW
NORGE
2-Way Dryer
—FANTASTICALLY
LOW-PRICED!**

In Dryers, Too, Norge for '57 Features a New, Shorter Line—to Speed Your Turnover, Up Your Profits!

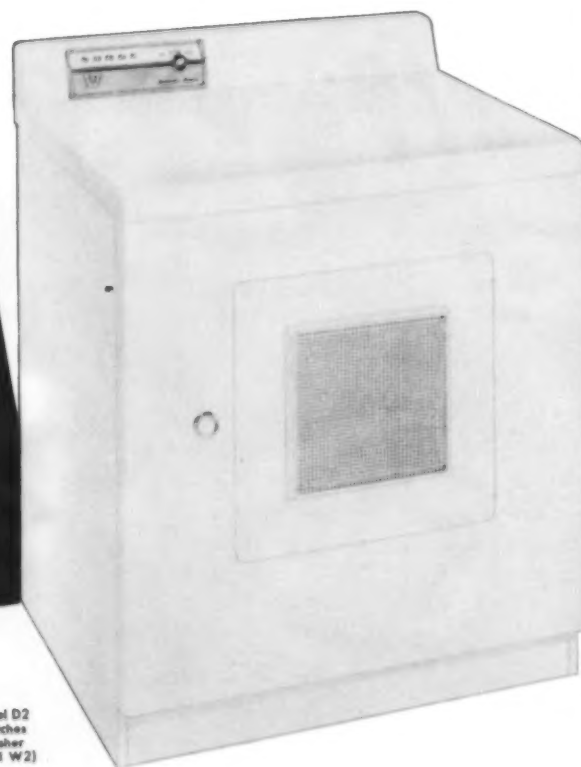
A new first—exclusive in the laundry equipment field! Priced to sell with the lowest, it introduces the revolutionary new Norge 2-way feature—a fully automatic cycle *with* heat for regular wash, plus a fully automatic cycle *without* heat for delicate fabrics. And this amazing new dryer also has exclusive Time-Line Control, "Knee-Action" Door Latch, Automatic Door Switch, 21-Inch Blower Fan, giant-size Lint Screen and exclusive 5-Way Venting!



Model D3
(Matches
Washer
Model W3)

Nobody—but nobody—can match the low, low price tag on this new '57 Norge drying wonder that dries with Norge's exclusive low-heat, high-air flow drying method. Handy Selector Dial, on full-size backguard times any selected drying period up to 120 minutes. Clothes can be dried completely, or damp-dried for easy ironing! Also includes exclusive Dor-Vent, giant Lint Screen, "Knee-Action" Door Latch, Super-Capacity Dryer Cylinder and giant 21-In. Blower Fan.

**NEW
NORGE
SINGLE-WAY
DRYER**



Model D2
(Matches
Washer
Model W2)

f new '57 NORGE dryers

W **STEP UP LINE OF NORGE MONEY MAKERS**



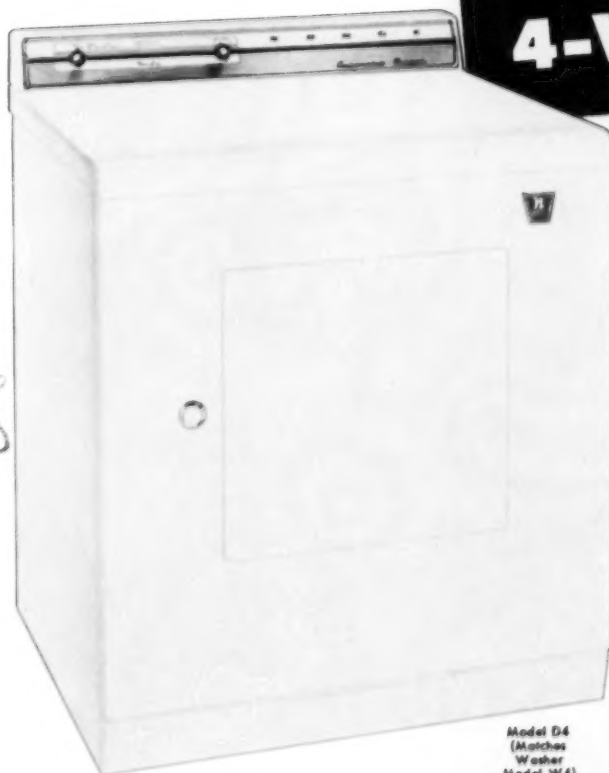
Model D5
(Matches
Washer
Model W5)

**NEW Top-of-the-Line
NORGE
4-Way Dryer
WITH
Hamper-Dor**

How many top-selling features can a dryer have? Get a load of this new Norge D5 and see! It has the famous Norge 3-Position Hamper-Dor that funnels clothes right into the dryer drum... It has Norge's exclusive 4-Way Selective Drying feature that lets women tailor the drying "weather" to fit the fabric. They have a choice of drying with or without heat, with or without tumbling... And, this new Norge has Time-Guide Line, Heat-Air Selector, stationary Drying Rack, Super-Capacity Dryer Cylinder, Lint Screen and 21-Inch Blower Fan!

**NEW NORGE
4-Way Dryer**

**Norge Washers
and Dryers Go
Together for
Extra Sales!**



Model D4
(Matches
Washer
Model W4)

A new best-seller for the middle price bracket! Has all the features of most top-priced models with a score of Norge exclusives to boot! Exclusive Norge 4-Way Drying gives customers a choice of drying "weathers"—with or without heat, with or without tumbling—depending on the delicacy of the fabric. Also has Time-Line Control, Heat-Air Selector, Stop 'N Dry Control, Stationary Drying Rack, "Knee-Action" Door Latch, Automatic Door Switch, Super-Capacity Dryer Cylinder, plus giant 21-Inch Blower Fan, 5-Way Venting and giant-size Lint Screen!

TOTS 'N TODDLERS

LAUNDARAMA



An irresistible new dealer demonstration show for young mothers and mothers-to-be!

Who are the biggest buyers of automatic washers and dryers in your area? Why, young mothers, of course, the same as in every area in the U.S.A.

Watch 'em flock into your store for a demonstration on how the Norge Dispenser Wheel washer can wash baby clothes, diapers, bonnets, etc., brighter, softer, cleaner than any other automatic yet made!

Complete "TOTS 'N TODDLERS" Show package will be available!

Ask your distributor for the complete wrap-up on this new sales natural . . . still another smashing exclusive for Norge dealers!

FREE CALGON GIVE-AWAY!

Calgon will be tied in, too, backing you to the hilt with "Tots 'n Toddlers" Laundarama.



See this New '57 NORGE Demonstration Bombshell
TO HELP YOU INTRODUCE THE '57 LINE!



NORGE 

New—your own

GIFT GAZETTE

*for your customers
...available from Graybar!*



Your 1957 Gift Gazette is hot off the presses! . . . timed just right to get your heavy selling season under way! This year Graybar has displayed all the popular electrical appliances your customers know and want in 12 colorful tabloid-size pages. Sunbeam, Universal, Toastmaster, GE-Telechron are just a few of the nationally known brand names that lead the list. Plenty of front-page space provided for your own imprint to attract customers in your own selling area. Use the Gift Gazette as a mailing piece, over-the-counter selling tool or for door-to-door promotions. Your Graybar Salesman has all the facts — you'll be pleasantly surprised at the low, low cost of this sure-fire business-producer for extra heavy holiday sales. Call him right now!

685-69

ALSO — Ask your Graybar Salesman for the full details on Graybar's 1957 Catalog of Electric Housewares. Don't hesitate — sales don't wait!

Call today.



Make this season a season of sales with appliances . . .

GRAYBAR ELECTRIC CO., INC., 420 Lexington Avenue, New York 17, N. Y.

ELECTRICAL MERCHANDISING—SEPTEMBER, 1956

distributed by
Graybar

IN OVER 130
PRINCIPAL CITIES

PAGE 49

PROFITS keep pouring in with

SO WHY HANDLE ANY OTHER COFFEEMAKER?

- 1** **ONLY COFFEEMATIC** gives you such enthusiastic brand acceptance...over 10 million already in use!
- 2** **ONLY COFFEEMATIC** gets such tremendous advertising support...There's 6 times more than any other coffeemaker in '56!
- 3** **ONLY COFFEEMATIC** gives you a completely restyled line for '56...it out-modes all others!
- 4** **ONLY COFFEEMATIC** gives you a *full line* of coffeemakers to make from two to ten cups!
- 5** **ONLY COFFEEMATIC** gives you supported, quarterly promotions to sell for you all year 'round!
- 6** **ONLY COFFEEMATIC** gives you a complete sales-training program to help your salesmen!
- 7** **ONLY COFFEEMATIC** gives you a complete series of displays and P.O.S. material, FREE!
- 8** **ONLY COFFEEMATIC** gives you a step-up price range from \$19.95 to \$32.95 to make more sales.
- 9** **ONLY COFFEEMATIC** gives you *all* the features that guarantee *better* coffee, faster!
- 10** **AND ONLY COFFEEMATIC** gives you a *Full Profit Margin* to keep your profits high!



Just Look at *Coffeematic Advertising* for this Fall!

- ★ 10 SOLID WEEKS IN LIFE AND THE POST!
- ★ 59 Ads in 26 Top-Selling National Magazines!
- ★ 102 Newspaper Ads in 34 Key Markets!

No Wonder it's America's Fastest Selling Coffeemaker

UNIVERSAL

Coffeematic



BE SURE you sign up
with your distributor
for the
**UNIVERSAL
SANTA CLAUS CLUB**

the sensational merchandising plan
for your store with
\$25,000 in prizes
for Retailers and Consumers
CALL HIM TODAY!



4461.....10-cup
Copper Coffeematic
\$32.95



4460.....10-cup
Chrome Coffeematic
\$29.95



4458.....8-cup
Chrome Coffeematic
\$24.95



4435.....5-cup
Copper Automatic
\$19.95



4435-K.....5-cup
Chrome Automatic
\$19.95

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

How to sell modern electric ranges:



DEMONSTRATE

the selling features of PROCTOR INFINITE CONTROLS

VS

the old-fashioned features of 7-Heat Switches

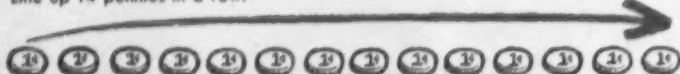
Electric Ranges equipped with Proctor Infinite Controls are so much easier to use than those with old-fashioned rotary or pushbutton 7-Heat Switches . . . and you can prove it!

This on-the-spot demonstration shows in simple terms why the 7-Heat Switch does not do the complete job required for modern electric cooking . . . how Proctor Infinite Controls give the homemaker everything she needs in the way of heat control . . . and more!*

DEMONSTRATE

how PROCTOR INFINITE CONTROL gives complete control of heat over entire cooking range

1. Line up 14 pennies in a row.



2. Show the prospect how Proctor Infinite Control lets her select any heat over the entire cooking range. She dials in the exact heat she needs—no more, no less. Explain how "in-between" heats are needed to compensate for the various types of utensils she uses—copper bottoms, aluminum, iron, etc., which require different heats.



3. Let the prospect discover for herself the natural "feel" of the Proctor Infinite Control on the range . . . how easy it is to make precise heat selections.

DEMONSTRATE

how a 7-Heat Switch skips over the important in-between heats

1. Now remove every other penny in the row, starting with the second penny.



2. Explain to prospect how the 7-Heat Switch "short-changes" her on cooking control because it provides only limited heat selections . . . leaves out those important "in-between" heats.



3. Show prospect how she'll have to "click" back and forth . . . and still not get the exact heat she needs. Compare this to the smoothness and ease of Infinite Control.

*And don't forget to tell her about the simplicity of the range dial made possible by Proctor Infinite Controls . . . the dial that tells the homemaker where to make her selection in terms she uses and understands.

For big electric range sales demonstrate the features of Proctor Infinite Controls. You will find them on most leading brands. Why not sell tomorrow's range today?



PROCTOR

Equipment Division Proctor Electric Co.
3rd St. & Hunting Park Ave., Phila., 40, Pa.

• YOU NEED A PROCTOR ON YOUR RANGE

ECONOMIC CURRENTS (continued)

prices. By 1955 there were less than six million families earning this little. This may well be the sharpest reduction in poverty in a comparable time period ever accomplished in history.

To the appliance dealer this trend in income distribution is highly significant. It means an increasing number of potential customers. Just between 1950 and 1953, seven million more families joined the \$5,000-\$15,000 middle-income group. More and more people are moving into a financial position where they can afford to buy more appliances and especially big-ticket ones.

And with more families earning larger incomes, it points to an upgrading in consumer buying habits. It means that a large part of our middle class society is now accepting as necessities what a decade ago would have been considered luxuries.

Thus, although fewer houses are being built this year, those being constructed are more luxurious. Auto sales are down this year, but the cars selling the best are the de luxe models. And sales of station wagons are breaking all 1955 records. Although total department store sales are running close to 1955 levels, the average sales check for each article has risen since 1954. Color TV and hi-fi sets are selling much better this year than had been anticipated.

Living Standards Get Higher

The huge expansion plans of big business firms point to a continuation of the upgrading in consumer buying. Business is betting on the assumption that an increasingly larger share of our fast-growing population will be raising its living standards sharply. It's assuming two or more of some appliances per family instead of one—two cars, two TV sets, four radios, possibly two refrigerators, etc.

The prospects are that this revolution in income distribution will go on. The increase in average income is primarily the result of steadily rising productivity in the American economy. And American industry is guaranteeing that productivity will continue to rise by its record spending on new, more efficient plant and equipment. Union pressures in wage negotiations this year and over the years ahead will put the benefits of rising productivity into the pay envelopes, resulting in further increases in family incomes. *End*



PENN IS PART OF YOUR SALES STORY



tell your prospects...

**gas oven temperatures are always
"recipe-right" with a PENN thermostat**

You can always count on Penn to deliver oven temperatures that are just what the recipe ordered. That's why a Penn oven thermostat is such an important part of your gas range sales story. With Penn, the heat you dial is the heat you get—every time. When the dial setting is changed, the new oven temperature desired is reached faster—

with a minimum of under-shooting or over-shooting the selected level.

Tell your prospects about this amazing gas oven control—for Penn belongs in your sales story. If the gas ranges you sell don't have Penn oven thermostats, ask your range manufacturer to get them—they cost no more but give much more in performance.

PENN CONTROLS, INC. GOSHEN, INDIANA

Automatic Controls For Heating, Refrigeration, Air Conditioning, Gas Appliances, Pumps, Air Compressors, Engines

Putting the new toaster across for you!

THE ONLY 5-YEAR GUARANTEE IN THE BUSINESS

We're pushing the biggest consumer advantage of all in magazines and on Will Rogers, Jr., TV Show!

With this edge, you're really in the toaster business! Starting the end of this month, this striking full-color ad will begin spreading the word. And week after week, Will Rogers, Jr., is adding his sincere, convincing touch on TV. It's all part of the greatest pre-selling job in Hamilton Beach history—a push you'll really feel! Because we're pre-selling the consumer advantage that puts Hamilton Beach head and shoulders over all others—the only 5-year guarantee!

There's your profit story! And with the new eye-catching Gift Center to spotlight this advantage,

you're in business! For a guarantee is your customers' only sure way of judging quality. And this one is 5 times as long as any other in mixers or toasters!

Plan now to put a new self-selling Hamilton Beach Gift Center to work. It's sturdily built, easy to set up, designed to sell any combination of mixers and toasters from either side. And if you prefer, it is easily sectioned into individual displays. Takes only 27 x 28½ inches of counter space. Only 28½ inches high. Order one from your distributor today, and stock up!

ORDER THIS NEW
GIFT CENTER
AND TIE-IN!



WILL ROGERS, JR.
On CBS-TV
"Good Morning" Show!

For 34 weeks straight, this folksy salesman will put all of his warmth and sincerity into commercials that will influence your customers!

Get in on the biggest pre-selling job in Hamilton Beach history!

22 HARD-HITTING ADS IN
9 LEADING MAGAZINES!



On the
West Coast it's
"PANORAMA
PACIFIC"!

The early morning TV
Show tailor-made for
Californians!



FULL PROFIT MARGINS, OF COURSE!
HAMILTON BEACH

Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.



PLUS

Displays! Merchandise Tags!
Ad Mats! Envelope Stuffers!
Counter Pieces!
Window Streamers!

Now! Toast at its Best *and the* Only 5-Year Guarantee!



\$19.95

New **HAMILTON BEACH** Toaster

- **Quick starting, fast toasting.** A light touch on the lever and toasting starts instantly. When browned perfectly, toast pops up automatically.
- **Toast to your taste.** Color-control knob adjusts from light to dark. Double bi-metal timer and evenly spaced

- heating elements assure even browning.
- **Toasts all sizes of bread**—even frozen waffles and English muffins.
- **Toast pops up extra high.** No prying or digging small slices.

You get the same exclusive 5-year guarantee in mixers!



New Feed Mixer
—Beats everything without a spatula!
New Cake-Mix Timer (opt.).
\$42.95 white; chrome, \$11 more.



New Mixette—Now in pink, yellow, turquoise, chrome and white. 3 speeds.
\$21.50 chrome; \$19.50 colors.



New Liqui-Blender
—Fastest food fixer! Blends twice as fast, twice as fine. 2 speeds.
\$39.95 white; \$44.95 chrome.

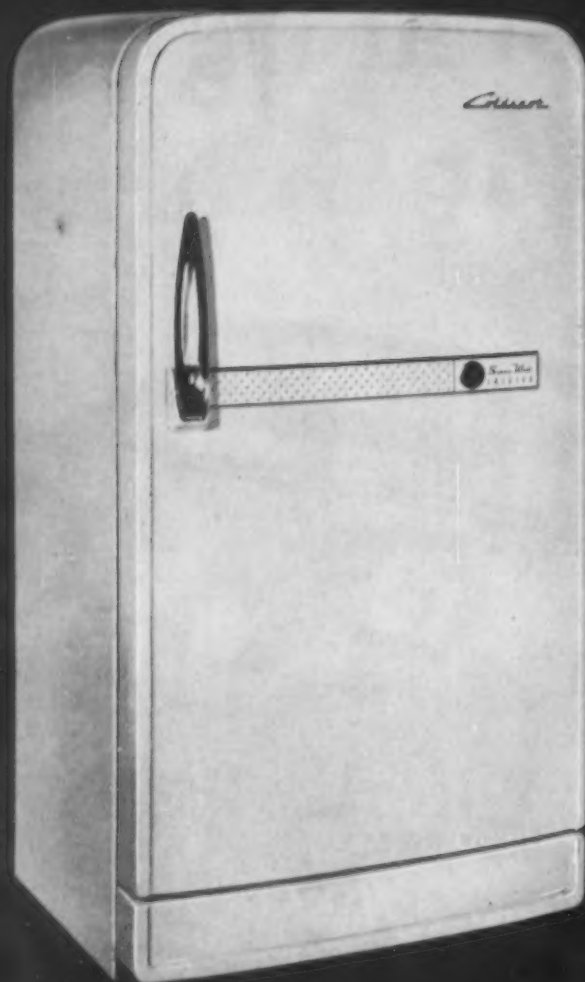


Home Drink Mixer
—Makes real soda fountain drinks, tasty fruit drinks.
\$22.50 white; \$27.50 chrome.

As advertised in *Better Homes & Gardens* and *Electricity on the Farm*

HAMILTON BEACH CO., Div. of Scovill Mfg. Co., Racine, Wis.

Ask your distributor for details!



Whirlpool-Seeger
*freezers that guard
the peak of flavor*

On modern
freezers

DULUX® meets the exacting requirements
of today's topflight manufacturers



"DULUX" ENAMEL

Better Things for Better Living . . . through Chemistry

**America's leading
home-appliance finish**

Over 53,000,000 major home-appliance units now in
service are finished with Du Pont DULUX Enamel.

LEADING APPLIANCE MANUFACTURERS know that durable Du Pont DULUX is a finish of *consistent* quality. Every shipment of this fine finish meets the *same* rigid specifications. And that's just one of the important cost-cutting, sales-winning advantages that DULUX offers.

Constant research by Du Pont chemists has resulted in a finish that gives more rugged resistance to chipping, cracking, scratching and staining. Application costs are lower, too—without sacrifice of quality appearance and dependable performance.

DULUX keeps its flawless appearance after years of constant use in the home. Its easy cleanability, resistance to wear and long-lasting whiteness help build the continued customer satisfaction so vital to the success of any appliance line. *No wonder so many of today's topflight appliance manufacturers use Du Pont DULUX Finishes.*

E. I. du Pont de Nemours & Co. (Inc.), Finishes Div., Wilmington 98, Del.

More features than ever

NEW LEWYT

Power Cleaner

Gives 24% more suction!



Survey after survey proves it. What women want most in a modern vacuum cleaner is more **POWER**. And Lewyt's got it . . . 24% more cleaning power than 2 other leading cleaners. New "Sealed Power System" picks up embedded dirt, lint, even pet hairs. And Lewyt has . . . *Power Dial* to let your customer "dial" exact suction for

Pulls dust through $\frac{3}{4}$ inch rug!



every job . . . *Big Wheels* that roll easily over sills and rug edges . . . 2-in-1 Rug 'n Floor Nozzle on Wheels . . . All tools ride right along on Built-In Tool Rack . . . Instant Dirt Disposal . . . Allergy-Proof Filter System. Backed by the biggest national advertising program in the vacuum cleaner industry. **SEE YOUR LEWYT DISTRIBUTOR!**

LEWYT

CORPORATION, LONG ISLAND CITY 1, NEW YORK • Also sold through leading Canadian Distributors.

EXCLUSIVE FROM JOHNSON'S WAX!

Automatic floor care in 2 easy steps!

Only possible with new Johnson's Wax Polisher-Scrubber
and Johnson's exclusive Disposable Pads!

One!

One! Spread wax with machine—let dry. The amazing new Polisher-Scrubber spreads wax evenly over floors—prepares them for polishing *automatically!* With disposable pads and Johnson's Beautiflor Liquid Wax you can clean and wax your floors—all at the same time.

Two!

Two! Polish with machine. In minutes, the new Polisher-Scrubber gives floors a lustrous polish you couldn't hope to get with hours of hard handwork. And for quick once-overs between waxings, the Johnson buffs out scuff marks, brings back just-waxed lustre.

... And You're Through!

That's why Johnson's Wax Polisher-Scrubber is destined to be one of your hottest-selling appliances in the months ahead . . . because the amazing new Johnson actually cleans, waxes and polishes automatically! It saves time, work, floors . . . and wives! Use these reasons for more sales and more profits.

New Johnson's Wax Polisher-Scrubber

Cleans, waxes, polishes and buffs floors in mere minutes—and automatically! Gives floors a thorough soap-and-water scrubbing where and when needed. It's a single-brush machine like the machines used by professional waxers.

And the Johnson's new color—a handsome sunlight gold—was selected by a panel of decorator experts. It reflects tomorrow's trend in color styling.

A market ripe for sales! Imagine! Less than 6% of U. S. wired homes have any kind of electric floor-care machine . . . compared to well over 60% having vacuum cleaners!



"Johnson's" is a
registered trademark of
B. C. Johnson & Son, Inc.

One! Two! And You're Through!

New One-Two method with Johnson's Wax Polisher-Scrubber makes floor care so much faster—so much easier!



ONE! SPREAD WAX WITH MACHINE—LET DRY

Just use the amazing new Johnson's Wax Polisher-Scrubber, with one of the exclusive disposable pads and Johnson's Beautiflor Liquid Wax, to remove the dirt as you apply the wax. This one, simple, automatic operation leaves your floors *thoroughly* cleaned, waxed and ready for polishing.



TWO! POLISH WITH MACHINE

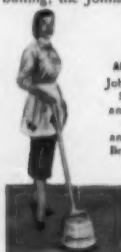
In minutes, the Johnson gives floors a lustrous polish you couldn't hope to get with hours of hard hand work. Between waxings, a once-over that takes just *seconds* will buff out scuff marks, bring back "just waxed" luster. From cleaning to buffing, the Johnson gives you *complete*, automatic floor care.



AND YOU'RE THROUGH!

YOUR FLOORS ARE WAXED—YOU'RE RELAXED!

And you did the entire cleaning, waxing and polishing job while on your feet—instead of crawling over the floors on your hands and knees. (P.S. This wonderful machine even gives linoleum, vinyl, tile and other floors a soap-and-water scrubbing when it's needed. Everything's automatic with the new Johnson's Wax Polisher-Scrubber!)



All at a new low price!
Johnson's Wax Polisher-Scrubber, polishing and scrubbing brushes, 10 disposable pads and a can of Johnson's Beautiflor Liquid Wax



Johnson's Wax Polisher-Scrubber

EXPERTS IN FLOOR CARE SINCE 1898

FREE BOOKLET! For the full story on the Johnson's Wax Polisher-Scrubber, see your Johnson dealer, or fill in this coupon for a free booklet on floor care.

Address: JOHNSON'S WAX, Dept. AH-1056, Racine, Wis.

Name _____

Address _____

City _____ Zone _____

State _____

**More sales
for you!**

All inquiries from
Polisher-Scrubber ads
referred to dealers.

OPENING MAGAZINE AD

**Here's how
Johnson's Wax
helps you sell!**

Television!

On "Robert Montgomery Presents"—over 20,000,000 people watch each weekly telecast—one of the top 3 dramatic television network shows.

Newspapers!

Local newspaper ads tell the story at the local level, help sell *your* customers!

Contact your Johnson's Wax Polisher-Scrubber distributor for complete information.

Magazines!

Full-color pages reach the audience you want—the people most interested in their homes. (Opening ad above).

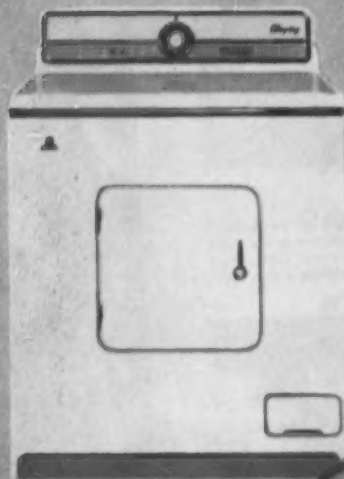
Consumer Booklets!

Outline the easy one-two way to automatic floor care. Why not send for your own copy today?

NO VENT

**Yet no pans to empty...
no heat, moisture or lint escape into room...**

The greatest dryer feature offered . . . and Maytag's
patented Water Extractor Method is exclusive!



She won't go "next store"
when you can offer her all this
from the most complete line of
dryers among leading makes...

**ELECTRIC
OR GAS**

**NO-VENT
OR VENTED**

**COLORS
OR WHITE**

All with the features most wanted
by most women . . . all with
Maytag dependability! The May-
tag Company, Newton, Iowa.

MAYTAG DRYERS

everyone
who buys an

Osterizer [®]
M.R.

or anyone who
ever bought one . . .



is a prospect for the NEW

Oster [®]
M.R.

**JUICER SLICER SHREDDER
attachment**

Here is a powerful sales plus for your Electric Housewares department. Designed and engineered specifically for the OSTERIZER this new Juicer - Slicer - Shredder actually is three attachments in one. Gives a clear juice from most fruits and vegetables. Shreds coconut, cabbage, carrots . . . even cheese for spaghetti, pizza or au gratin dishes. Slices vegetables for salads, soups . . . potatoes for scalloping . . . and firm fruit for pies. You sell it complete with colorful recipe instruction book for . . . \$39.95.



Model 415 (Shown) for series 403 two speed Deluxe Osterizer
Model 414 for series 10 single speed Osterizer

CHECK THESE OUTSTANDING FEATURES:

- COLOR . . . gleaming white refrigerator enamel
- SELF-LUBRICATING
- EXCLUSIVE . . . combination pusher and cleaner
- LARGE PULP CAPACITY
- EXCLUSIVE . . . drain pattern from one piece construction
- EASY TO CLEAN
- EXCLUSIVE . . . taper lock
- RIBBED sieve, slicer and shredder discs for added strength
- NO CRACKS or crevices to hamper cleaning
- LARGE HOPPER
- ONE PIECE aluminum juicer basket and long life juicer disc
- MOUNTS in any position



It juices!
It slices!
It shreds!

Another Profit-Producing Product by

John Oster


MANUFACTURING CO., Dept. K, 5047 N. Lydell, Milwaukee 17, Wis.

GREATEST CLOCK-RADIO

→ → → → → → → **November is**

34 top entertainment stars featured in this clock-radio promotion!



The Sign of Sales for November is this insignia *November is*  *to Music Month*

PROMOTION OF ALL TIME!

Wake to Music Month!

Stock up...smash all clock-radio sales records for November

Wake to Music Month will be promoted by record companies that make the recordings!



It will be promoted by the disk jockeys who play the recordings!



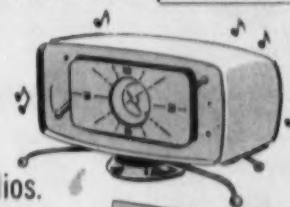
It will be promoted by

the radio stations



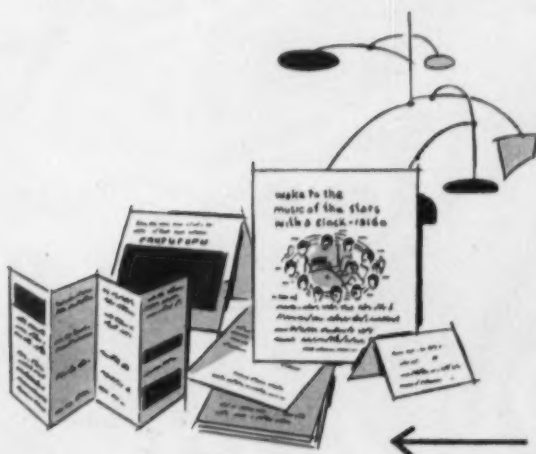
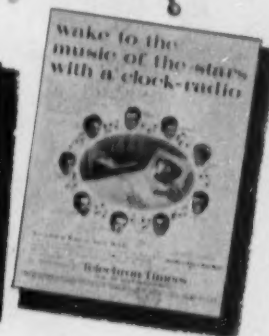
which carry the disk jockeys' programs. It will be promoted by 30

clock-radio manufacturers who produce the clock-radios with Telechron timers!



AND it will be promoted by Telechron clock-timers... which turn on the clock-radios.

Customers in every sales area (big cities, little towns, suburbs and farms) will hear and read about Wake to Music Month constantly...over the air, in newspapers, in LIFE and POST! They will see Telechron timer ads like this every week throughout November!



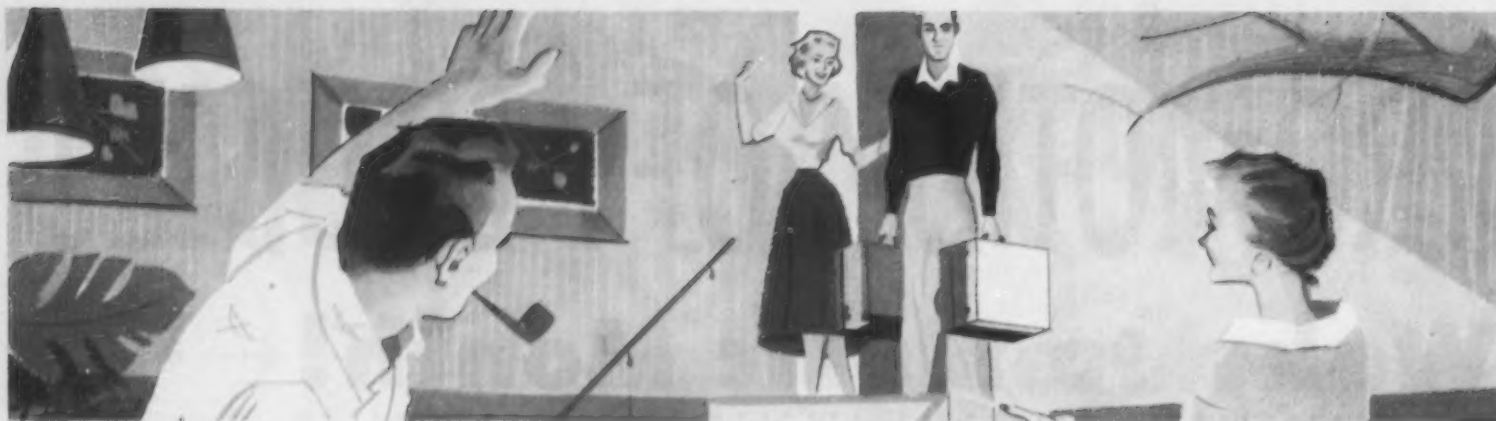
Time to Check Your Inventory

We don't have to tell you that you can't sell 'em if you haven't got 'em. Now's the time to stock up. See your clock-radio distributor... place your order! Get set for sales!

Time to Plan Your Own Promotion

Write, wire or phone us for detailed information on FREE promotion and merchandising kits... all geared to your retail level... for more sales, to more people... and more profits for you. Telechron Timers, Clock and Timer Dept., General Electric Company, 239 Homer Ave., Ashland, Mass.

Telechron Timers make sales easy... automatically



V-M PUTS A NEW TWIST ON A NEW IDEA!

Stereophonic Sound That's Portable!

Stereophonic sound is really boosting sales figures these days. Now, even greater sales are here with V-M's newest "red hot" selling idea . . . portable stereophonic matchmates, a complete home or "out-of-home" music center.

V-M tape-o-matic® portable tape recorder and V-M high-fidelity portable phonograph team to play binaural tapes. Convenient portability, matched styling make selling these stereophonic matchmates easy. Tape-o-matic also can team with any amplifier-speaker system, so you can sell one now, the other later, if necessary. Either way, profit is easy to make!

Tremendous Sellers Separately, Too!

tape-o-matic . . . a popular-priced, professional-quality high fidelity recorder with two speakers, push button controls, two speeds and many more popular V-M features!

V-M high-fidelity portable has the superb 'Super-Fidelis' changer that plays all record sizes, all four speeds; tone-o-matic® tone control; tri-o-matic® spindle and all the other "sure-sell" V-M features.

ANOTHER SET OF PROFIT-DOUBLING V-M STEREOPHONIC MATCHMATES!

'Celeste' table model tape recorder and the fabulous 'Fidelis' table model hi-fi phonograph. Watch this pair beat out that binaural profit for you. Together, binaural; separately, real potent sellers, too.

'Celeste' has push button controls, three speakers, external amplifier and speaker jacks, two speeds and smart styling.

The 'Fidelis' is a contemporary classic with the latest in features. Has 4-speed hi-fi changer with Siesta-Matic, tone-o-matic, three speakers, input and output receptacles.

Optional legs for both models convert them to smart, easy-to-sell consolettes.

SELL V-M...THE LINE WITH THE LATEST TWISTS ON THE NEWEST IDEAS! SEE YOUR V-M DISTRIBUTOR TODAY!



V-M Model 711, tape-o-matic, \$209.95 List*.



V-M Model 556, High Fidelity Portable Phonograph, \$119.95 List*.



V-M Model 750, 'Celeste' Table Model Tape Recorder. Blonde or Mahogany, \$259.95 List*.



V-M Model 560, 'Fidelis' Hi-Fi Table Model Phonograph. Blonde or Mahogany, \$149.50 List*. (Walnut and Ebony finishes slightly higher.)

*Slightly higher in the West.

the Voice of Music®

V-M CORPORATION

BENTON HARBOR, MICHIGAN

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS



It's Here! The shortest,
the simplest, the most
convincing demonstration
feature in automatic
washer history.

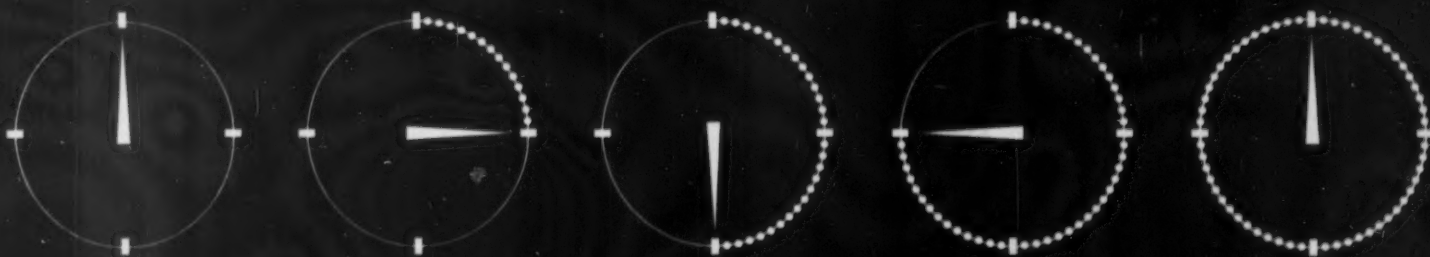
New 1957
KELVINATOR
AUTOMATIC WASHERS

With the amazing

"Magic Minute"

that cuts grease better...
washes everything cleaner.

**A DRAMATIC DEMONSTRATION
THAT TAKES ONLY 60 SECONDS**



**FROM INTEREST TO CONVICTION
IN ONE "MAGIC MINUTE"**

Conclusively proves Kelvinator's superior washing performance

**EVERY 1957 KELVINATOR
AUTOMATIC WASHER
HAS THE "MAGIC MINUTE"**



IT'S IN EVERY KELVINATOR!

The Greatest
Demonstration
Feature
and
The Greatest
Advance in
Automatic
Washing

"**Magic**" **THE**

BRIGHT NEW STAR OF THE NEW 1957 KELVINATOR FULLY-AUTOMATICS

Model WAG-6

The Handsome, Feature-Packed,
New 1957 Kelvinator
Gives You More to Sell With!

The "MAGIC MINUTE"

2 COMPLETE
AUTOMATIC CYCLES

ALL-FABRIC DIAL
FOR EVERY TYPE FABRIC

PUSH-BUTTON
WATER TEMPERATURE
SELECTION

3-WAY CLEAN WATER RINSING

GEARLESS MECHANISM

AVAILABLE IN
BERMUDA PINK,
SPRING GREEN,
BUTTERCUP YELLOW
OR CLASSIC WHITE



"SUDS-BACK" SAVES SOAP AND WATER

IN THE NEW 1957 KELVINATOR
MODEL WAG-9S...

provides the logical
step-up to the ultimate
in automatics

Breathtakingly beautiful and
boldly different. The brilliant-
ly illuminated backguard cap-
tures and focuses attention on
the most automatic, the sim-
plest, the most flexible control
in the industry!

AVAILABLE IN BERMUDA
PINK, SPRING GREEN,
BUTTERCUP YELLOW,
OR CLASSIC WHITE



PUSH-BUTTON WASH WATER SELECTOR

Choose the water to suit
the fabric. Save hot water.

PUSH-BUTTON RINSE WATER SELECTOR

Easiest selection of rinse
water temperature.

IMPOSSIBLE IN ANY OTHER WASHER!

Minute[★]"

FROM KELVINATOR

60 seconds of automatic pre-treating with double-rich suds to cut grease better, wash everything cleaner. There's nothing else like the "Magic Minute" of concentrated pre-scrubbing, the double-rich sudsing that cuts grease, loosens dirt and stains before the regular washing cycle begins. It's impossible in any other washer. It's in every 1957 automatic Kelvinator.

After the "Magic Minute", the 3-way agitator, with a full tub of water washes out every last speck of dirt. No other washing action gets clothes so white, so bright, so clean. And no other washer is so easy to demonstrate!

HERE'S THE PROOF—THE GREATEST DEMONSTRATION FEATURE EVER!

FROM TO IN

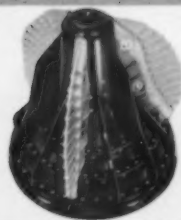


Yes, here's the proof. Take a towel, smear it with grease—stain it with coffee—rub in ketchup.



Grease practically gone, grime loosened, ready for regular wash period that follows automatically.

**ONLY
60
SECONDS**



3-WAY AGITATOR

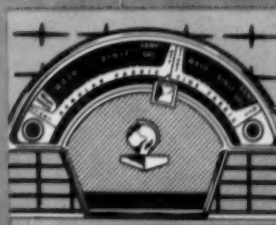
All three washing actions you need for cleanest clothes!

1. Circulator Action
2. Shampoo Action
3. Water-Jet Action



The "MAGIC MINUTE"

A feature your customer can see, can touch, can demonstrate for herself with a flick of the finger in only sixty seconds.



2 CYCLES

The versatile Kelvinator all-fabric dials give two washing cycles—one for fine fabrics or light loads—one for regular fabrics or heavy loads.

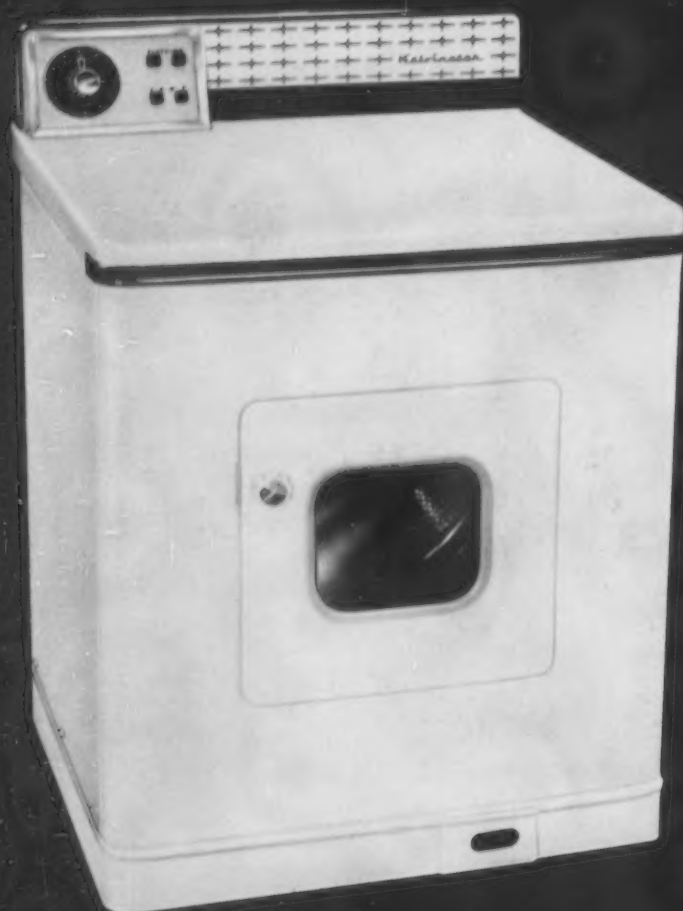
The Balanced Line!
6 MODELS
FULLY
AUTOMATIC
Priced for Profit
Priced for Volume
DYNAMIC
PROMOTIONAL
MODELS
And every model
has the
"MAGIC MINUTE"

**New
1957
Matching**

KELVINATOR ELECTRIC DRYERS

SUPER-FAST

**DRIES CLOTHES
FAST AS YOU
CAN WASH THEM!
AND
TRIPLE
SAFE**



The Only Dryer With All 3 Safety Features!

**SAFE
TEMPERATURE**

**SAFE
CYLINDER**

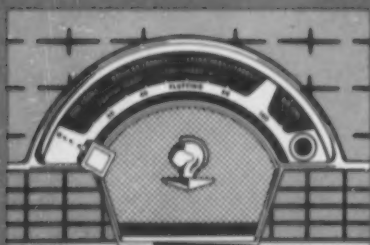
**SAFETY
DOOR**



More Real Features That Demonstrate and Sell! Here are real hard selling features that a customer can see, can touch, can understand. And the five new 1957 matching Kelvinator dryers give the Kelvinator dealer beautiful matching laundry pairs in a complete price spread that assures the Kelvinator dealer the utmost

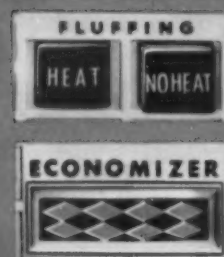
volume opportunity, under every market condition.

Yes for 1957 Kelvinator automatic dryers that are Super-Fast and Triple-Safe, and Kelvinator automatic washers with the "Magic Minute" gives Kelvinator dealers an unbeatable combination with more of the features sales are made of.



HANDSOME, EASY-TO-USE CONTROLS

These completely automatic controls can be set to any drying time required from 5 to 120 minutes. Can be stopped, reset in either direction. Operates on either 110 AC or 220 AC.



PUSH-BUTTON FLUFF DRYING

Push the button and the dryer automatically gives fluffy drying without heat.

ECONOMIZER LIGHT

Light glows when clothes are drying by retained heat. Proves Kelvinator drying economy. Model DEG-9.

FOR THE CLEAN
HOT WATER SO IMPORTANT
IN EVERY HOME...



Every day clean hot water becomes more important to modern homes. Families take that clean hot water almost for granted ... because they have **CONFIDENCE** in you to give it to them.

And you, in turn, know that you can only protect your valuable reputation by selling them a water heater that has *your* confidence. When you sell them a *Permaglas* glass-lined water heater, you know you're selling the glass-lined water heater proved by over 3,000,000 families ... the glass-lined water heater made by A. O. Smith, who coats more steel with glass than any other manufacturer in the world.

And now, to help you build your customers' **CONFIDENCE** still further, *Permaglas* brings you a great new campaign ... all of it designed to help *you*!

to help you...Permaglas brings you the

Permaglas Confidence Campaign

consumer advertising pointed to **YOU**

Outstanding advertisements in full color in nine major national magazines will shout about this campaign.

displays to bring **YOU** customers

Sparkling, fresh new point-of-sale and window displays will bring customers in, and help you make more sales.

local advertising to bring **YOU** business

Local newspaper advertisements will tell them **YOU** sell *Permaglas*, will help build their **CONFIDENCE** in **YOU**.

promotional aids to help **YOU** sell

Bright, compelling new promotional aids make selling easier. There are mailers, stuffers, booklets to help make sales.

don't lose a minute
call your
distributor now!



Permaglas

"BETTER GLASS - LONGER LIFE"

Through research ... a better way

A.O. Smith

Permaglas Div., Kenosha, W.; International Div., Milwaukee, Wis.
In Canada: John Topley Co., Ltd., Toronto

DORMEYER MAKES SELLS MORE



6 HOT SELLERS FROM \$17.95 TO \$55.95

THE MIX-MAID 9-speed mixer
with all juicing attachments.
Model 7700 **\$29.95**

ALL CHROME SILVER-CHEF.
First all chrome mixer. Food grinder
included. Model 4300 **\$55.95**

POWER-CHEF in white enamel
with food grinder and juicer.
Model 4201 **\$47.50**



MARVIN ALLESEE
Vice President and
Director of Sales

Cash in on this FASTEST SELLING LINE!

It's safe to say that you can sell a Dormeyer Mixer to any customer who wants real mixer value. Whatever the popular price range . . . Dormeyer has just the Mixer for the pocketbook!

And when you remember that all the Dormeyer Mixers are quality-built . . . guaranteed for finest performance . . . you can easily understand why Dormeyer sells more Mixers than any other manufacturer!

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is the
IMPORTANT
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STAINLESS STEEL TUB**
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EVERY
PROSPECT**



Experienced floor salesmen know that a prospect's interest must be captured *fast*.

No automatic washer feature "nails down" a prospect's interest faster than Speed Queen's *exclusive* bowl-shaped Stainless Steel Tub guaranteed for a lifetime. "Here's real quality," observes the prospect, "this machine must be good."

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THE SHORTAGE OF SCIENTISTS AND ENGINEERS:

What Caused It?

WHY is the United States confronted with a serious shortage of scientists and engineers?

One reason, discussed in earlier editorials in this series, is that the increasingly complex technology needed for national security and for an expanding economy has raised enormously the demand for technically trained people.

But it is clear also that too little has been done to increase the supply of scientists and engineers and to make most effective use of the limited number now available. It is with this second reason for the shortage that this editorial deals.

Too few bright young people have been attracted to careers in the sciences and engineering. Many with technical training have been leaving these professions, with the exodus from teaching being especially alarming. And the technical talent now employed in industry, government and education is, in too many instances, being utilized less effectively than it might be.

Paying for a Miscalculation

A legacy of the depression provides part of the explanation for the current shortage of young people entering scientific and engineering careers. Because of low birthrates in the 1930s, there are now about one million fewer boys and girls of college age than there were in the early 1940s. Not until 1960 will there be as many in the 18-21 age group as in 1945. And from the brightest young people of these ages must come, not only scientists and engineers, but the new members of all the professions needed by our growing economy.

A miscalculation in the late 1940s, when our future needs in various occupations were being gauged, provides another part of the explana-

tion. Occupational counselors and high school students were advised that, because of heavy postwar enrollments in engineering and other technical fields, "it is likely that the shortages of trained men will be alleviated in a few years."*

Instead of being alleviated, however, the shortages became more acute. Job opportunities grew rapidly, while graduating classes dwindled. Fewer than half as many students received degrees in engineering in 1955 as in 1950, the peak postwar year. The trend has been reversed, but graduating classes will not be large enough to narrow the gap for several years.

Lost Talent

Beyond these temporary conditions, there is another explanation for the failure of the number of scientists and engineers to keep pace with our rising needs. This is the staggering loss between high school and college of young people with the talent to be successful in science and engineering. **Last year between 60,000 and 100,000 high school graduates of college ability failed to enroll in college for financial reasons and perhaps an additional 100,000 did not enter college because of lack of interest.**†

Of the most intelligent 20 percent in the group of college age, fewer than half enter college and only about a third graduate from college. Educational authorities estimate that fewer than 2 percent of those in the college age group who are mentally equipped to obtain Ph. D. degrees will actually obtain such degrees.

Another crucial stage is in the high

*U. S. Bureau of Labor Statistics, *Occupational Outlook Handbook* (Bulletin 940), p. 63.

†Charles C. Cole, Jr. (assistant dean, Columbia College, Columbia University), *Higher Education*, November 1955.

schools, where future scientists and engineers receive their first training in science and mathematics. There are serious weaknesses and signs of deterioration in this vital part of our educational system.

One-quarter of all American high schools offer no chemistry or physics. One-quarter offer no geometry. In many of the schools offering science and mathematics courses, the quality of instruction is low. Last year in the New York City school system alone more than 10,000 students were in science classes taught by teachers who were not trained in science.

This is a situation that threatens to become much worse. Between 1950 and 1955 the number of graduating teachers qualified to teach high school mathematics dropped 53 percent and those qualified to teach science dropped 59 percent. Furthermore, only about 60 percent of the graduates certified to teach mathematics or science in 1955 entered teaching as a career.

On the students' side — partly because of inadequate guidance programs — there has been a drift away from science and mathematics courses. The result of low student interest, and poor high school programs, in science and mathematics is virtually to foreclose careers in science and engineering to many bright young people. They miss the necessary basic training. Many who do attempt to obtain college training in these fields are ill-equipped. Engineering school deans report that fully half of their students enter with deficiencies in mathematics.

Misuse of Trained People

Scientific and engineering careers have long had a reputation for low salaries and limited opportunities for advancement. In recent years starting salaries have sky-rocketed and have been accorded wide publicity. But unfortunately there has been much less improvement in the salaries paid experienced engineers and scientists, especially in government and education. This has lowered the morale of experienced men and provided an incentive to desert engineering and research positions for higher paying jobs in sales or management.

Engineers and research scientists complain also that too much of their time now is spent on tasks that draftsmen and technicians could perform. Unfortunately for easy solution of this problem, however, there is an acute shortage of

technicians as well. Worse still, there are indications that some companies in industries using large numbers of engineers have gobbled up technical manpower at a faster rate than they can effectively employ these scarce people.

Another drain on the supply of newly-trained scientists and engineers is military service. About 8,000 of this year's 27,000 engineering graduates were in ROTC programs and committed to active duty after graduation. Dr. A. W. Davison, chairman of the Engineering Manpower Commission of the Engineers Joint Council, says that in most cases no attempt is made by the Armed Services to assign these young officers to duties for which their engineering education specifically prepared them. They are not only withheld from industry and education for two years but also are not utilized in defense programs requiring more engineers and research scientists.

Some of the causes for the present shortage of scientists and engineers — bad advice a few years ago and a college age group held down by depression birthrates in the 1930s — are gradually being overcome. But others, such as the deterioration of science and mathematics training in our public schools and the many instances of ineffective utilization of scarce technical talent, enjoy no such prospect of automatic correction. The final editorial in this series will deal with some practical suggestions for meeting these problems.

This is one of a series of editorials prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments of particular concern to the business and professional community served by our industrial and technical publications.

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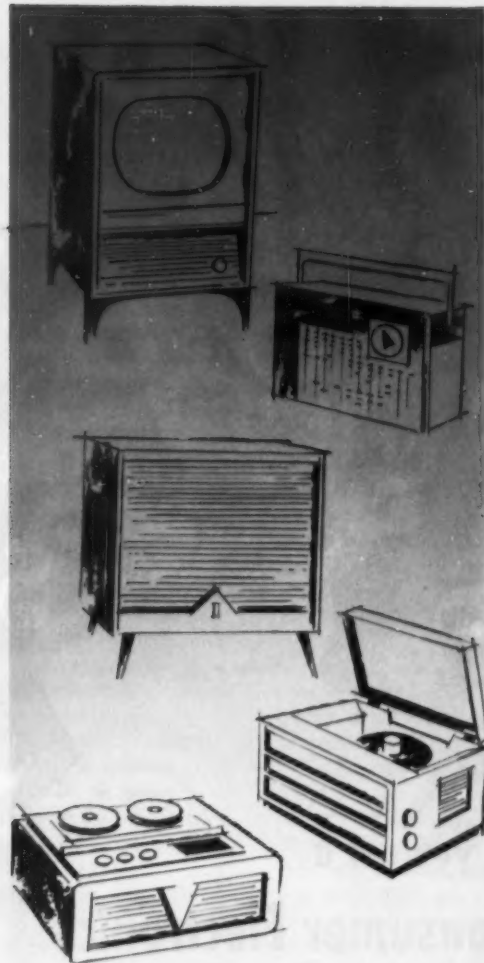
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TV, radio, hi-fi, phonos and recorders are all flourishing industries. Studied separately, however, their long range future is difficult to assess.

Group them all together and give them a common name — consumer electronics, for example, — and their future falls into better perspective

CONSUMER ELECTRONICS

is Already a \$2.2 Billion Industry

By TED WEBER, JR.

IN 1936 slightly more than 8 million radios with a retail value of about \$450 million were produced.

That (plus phonographs) was the "consumer" electronics industry at that time.

Today, 20 years later, the industry can expect retail sales approaching \$24 billion. This will cover somewhere near 7.5 million TV sets, better than eight million radios and lesser numbers of phonographs, tape recorders and hi-fi equipment.

Ten years from now industry volume will have shot upward once again, in the estimate of Sylvania research director Frank Mansfield, should total over \$3.3 billion.

That figure is derived from the sale of new products alone. It could be raised substan-

tially by making allowances for parts and service revenue. (Experts say that during 1956 service revenue will exceed that from sale of TV and radio and that by 1957 service will be a \$2.7 billion business.)

Figures like this give you some idea of how big "consumer electronics" has grown and how much growth potential remains.

Yet amazingly enough, the very concept of "consumer electronics" is a strange and unfamiliar one. The term isn't widely accepted. In fact, it could almost be said that this multi-billion dollar volume comes from an industry without a name.

Retailers who sell the industry's ever-widening list of products still call themselves radio-TV dealers and are likely to think pri-

marily in terms of these two "big-time" products.

At the manufacturing level few firms turn out all of these products and their attention is confined to those which they do produce. From time to time a market analyst will try to define the industry as "home amusement" or "home electronics" or "consumer electronics". So far none of these has achieved wide acceptance. As a result, difficulties in semantics hide the true stature of the industry today.

There are other problems stemming from this situation. Because it lacks a commonly accepted name and because its growth has been so rapid, consumer electronics lacks the homogeneity of the appliance industry. Men-

MORE ▶



TELEVISION \$1,460,000,000



RADIO \$310,000,000

**When all the pieces fall into place you get a
\$2.2 Billion Pattern for Consumer Electronics**



TAPE RECORDERS \$80,000,000



PHONO & HI-FI \$350,000,000

CONSUMER ELECTRONICS (continued)

tion of the appliance business automatically covers products from refrigerators to dishwashers—every appliance, no matter how old or how new. But the TV business means simply TV and the radio business means simply radio and the two together as the radio-TV business mean little more than the name implies.

This may well be one of the reasons why the radio and TV industries have been so myopic in their outlook. The problems of today tend to outweigh the promise of tomorrow if one's view is restricted enough. That's why big news in mid-summer of 1956 seemed to be the lagging sales pace in television. And that's why it's easy to overlook generally improved business in color, and indications that the high fidelity market is finally shaping up to match the original optimistic predictions made for it.

Myopia isn't cured overnight but a new set of glasses will let the sufferer get a much

better view of the world around him. Similarly, a broad look at the entire field of consumer electronics isn't going to overcome today's sales problems but it should give the individual a better background against which to assess the importance of such a development.

TELEVISION

In the field of consumer electronics there's little doubt that TV is the prima donna. More attention is focused on this product than any other. It makes good copy in the consumer as well as the trade press. And it's been big "box-office" for years. But like prima donnas everywhere, TV is also temperamental. It has its ups and downs and the extremes on each side are severe. There is good ground for the impression that there has never been a "normal" year in TV. It's either very good or very bad, but seldom in between.

That's one reason why it's difficult to develop any clear picture on where TV is going. Today's ups and down tend to obscure a promising future.

There is, to be sure, some evidence that TV is maturing. Manufacturers appear to be making more of an effort to tailor production to demand. There are fewer "quick buck" firms in the field. The market is more stable than it was in the days when "boom towns" sprang up as TV stations went on the air. Saturation has climbed into the upper seventy percent bracket and at this point replacement sales become much more important than the initial set market. This, too, has a stabilizing influence.

Even so the summer of 1956 finds the industry with something of an inventory headache once again. Despite additional efforts to tailor output to demand, inventories have climbed. On June 1 they were at an all-time high.

But that's only part of the problem in TV today. Equally important is the headache posed by color. Prices have finally dropped to the \$500 level so long anticipated. But there is now some tendency among dealers to suggest that even \$500 is too high. At any rate, color is off to a rather halting start this year. This does not mean that the year will end on the same note. There is general agreement that color is approaching that mysterious point where it will suddenly become big-time business. Whether that point lies in the fall months or not is an unanswerable question at this point. What is clear is that talk of color is beginning to have a decided effect on black and white business. The seriousness of this development has been compounded by the appearance and amazing acceptance of the so-called "portable" black and white set. These low-priced monochrome sets provide an economical alternative to a person who wants to postpone major investment in TV until color is ready.

It is perhaps a sign of growing maturity that in the face of heavy inventories and color worries the industry is not being panicked. It's true that six month factory sales are down 10.8 percent and that retail sales have been lagging. Even in the face of such statistics, however, a number of industry leaders still feel that 1956 will be the second best year in industry history.

Where does the market get such strength? It's a compound of a number of factors. Certainly the most impressive is the size of the replacement market. There are 37 million TV homes and somewhere near 40 million TV sets in use. Assuming a life span of eight years (a completely arbitrary figure) about five million sets per year can be sold as replacements. There are still some 12 million homes without sets and new home formations provide still another steady market.

Then too the obsolescence rate is being stepped up by continuing technical developments. Of these color is certainly the most dramatic and imminent. Still on the horizon are "on the wall" sets and, possibly, three dimensional TV. In between are refinements in existing sets which tend to hasten the replacement pace.

All these factors provide the background against which rosy forecasts of tomorrow's business take on a more realistic hue. Here's the way various industry executives look at the future:

—From 1956 through 1960 sales of TV at factory prices will average \$1.353 billion annually, says Bruce Carlson, assistant to the president of Sprague Electric. This covers both monochrome and color. In the next five year period (1961-65) sales will average \$1.7 billion annually. As a basis for comparison, factory value of monochrome sets from 1951-1955 averaged just over a billion dollars a year.

—Bob Galvin, executive vice-president of Motorola, predicts that within five years the industry will be selling TV sets at an annual rate of better than nine million.

—By 1964, says General Electric's Dr. W. R. G. Baker color set sales alone will pass the seven million mark.

—In 1960 the industry will sell eight mil-

lion TV sets (three million of which will be color), says Hoffman president H. Leslie Hoffman. Dollar volume at manufacturing level will climb from \$1.028 billion to \$1.345 billion. By 1965 sales will climb to 10.9 million sets and manufacturer dollar volume will mount to \$1.7 billion, Hoffman says.

—Sylvania's research director Frank Mansfield forecasts sales of 8.3 million sets in 1960 and 10.6 million in 1965. In 1960 color will account for 2.9 million of the total and, in 1965, 7.9 million.

That's a sampling of industry thinking as regards TV's future. If consumer electronics embraced nothing but TV the future would be attractive enough. But actually, TV is only the beginning. The picture gets better and better.

RADIO

If television is the prima donna of the consumer electronics industry, radio must be described as the one-time star now cast in a supporting role.

This is actually an extremely accurate description. At one time radio was the consumer electronics industry. With the advent of television, though, radio was expected to fade into the background. And strictly speaking, radio has taken a back seat to TV. But radio today remains an extremely healthy business.

Radio's spectacular growth is behind it. The fantastic figures of the late 40's will never be matched again. But the encouraging volume done last year will be outdone this year and some experts think that a modest continuing growth is ahead over the next 10 years.

As a matter of fact, radio provides an object lesson for all consumer durables industry. The experience of the radio trade proves that almost complete saturation need not spell an end to a business and it highlights the fact that continuing product improvements can keep such an industry's volume at a healthy level.

Consider the matter of saturation first. By 1950 over 95 percent of all households had radios. In other words, less than 2.5 million homes were without a radio. Yet in five years from 1951 to 1955 the industry sold 38 million sets, almost half as many as had been in use in 1950.

An achievement like this explains why the radio industry is experiencing no panic even though saturation continues to edge closer to 100 percent.

There are a number of reasons why the radio industry has shown such resiliency. Among the most important is the continuing design and development work which tends to spur replacement. The clock radio in the first five years of this decade and the transistor radio just appearing in volume now are good examples.

In 1951 there were less than a million clock radios sold. But in 1955 production had climbed to 2.24 million and accounted for 30 percent of total home radio output. From 1951 through 1955 almost nine million clock radios were produced. Certainly many of these units were sold because they offered

consumers a new "service". For that reason the nine million clock radios truly represent "plus" business for the radio industry—business that might never have been written if clock radios were not on the market.

So far the transistorized radio has been a relatively expensive item. But progressive reductions in the costs of the transistor indicates that the day may be approaching when it will be easy to market a competitively priced transistor set. So far, too, the use of transistors has been confined to portables but there is more and more expectation that they will soon begin replacing tubes in conventional table sets. With their low power requirements the transistor could ultimately obsolete the plug-in radio.

Dramatic new products like this and the industry's performance over the last 10 years make it obvious why even now some experts can foresee a healthy radio business for years to come. Sylvania's Mansfield, for example, thinks that by the end of 1966 there will be 116.7 million sets in use. Today there are only 94 million. In 1960 says Mansfield, 8.5 million sets will be sold with a factory value of 161.5 million. In 1966 output should hit 8.8 million units at a factory value of \$167.2 million.

Here's the way others look at the future of the radio market:

—Hoffman lumps auto sets in with home radio production and forecasts sale of 15.4 million units in 1960 (compared to 14.1 million last year). By 1965 unit output will hit 18.4 million. However, Hoffman foresees declining prices in this field and total dollar volume is expected to be somewhat under 1955 levels.

—Carlson says that annual sales of home radios from 1956 through 1960 will average \$137 million at factory levels and that from 1961 through 1965 the annual average will be \$134 million. (Although this indicates a slight drop, Carlson points out that auto radio volume will be up correspondingly so that total radio volume should remain stable during the 1956-1965 period.)

That's just about the radio story. The industry has no chance of achieving the sales peak it once enjoyed. But it has found an attractive secondary level on which to operate. And, there appears to be a chance that in the years ahead the radio end of consumer electronics may even improve this present position.

PHONOS AND HI-FI

The newest glamour boy in the consumer electronics cast is high fidelity.

In fact the build up has been so prolonged that some in the industry were beginning to wonder if hi-fi would ever play the role its supporters claimed for it.

The impression is spreading, however, that hi-fi volume is now growing steadily and that a good deal of its early promise is in the process of being fulfilled.

Properly, hi-fi and phonos should not be lumped together in a discussion of this sort. They belong to the same family but there are lots of differences, too. It's difficult,

(Continued on page 112)

HOW TO DISPLAY AND DEMONSTRATE

- So far, very few dealers have had very much successful experience with color television
- But even those who have only experimented have already learned that a vastly different technique is required to sell it
- Here is an analysis of what is now being done and what ought to be done by retailers to create consumer interest and make color TV sell in volume

By HOWARD J. EMERSON

Color TV Needs Different Display Techniques

AGREEING to your distributor's advice to take from one to a carload of color TV sets doesn't put you in the business of selling those sets profitably, say those dealers from coast to coast who had experience last season.

In the first place, what are you going to do with the big things, other than treat them lovingly every time you figure how much you had to get from the bank to floor them? Spot them on the floor with the black and whites, make a separate color TV display area, open a "color salon"? These are problems you buy with your first order of multi-chrome sets—problems, however, that you can solve in the manner that will set you up for a profitable future in this new field. That you will do it in your own way, to suit your store, your market and your organization is evident in the variety of approaches with which dealers experimented last year. From these dealers may come an idea or an opinion that will spark answers to many problems that face you now, or may come up in a few weeks as the season rolls. Take the just-mentioned subject of what

to do with the big things—where to display them.

Color Sets on the Floor

Maybe you've had your color sets uncased for a couple of months now, and you're waiting for the networks to break with the promised programming late this month. You've had your color sets on the floor and, while you've done a good business this summer with the black and white dumps, your prospects got as far into color-TV buying as passing an occasional comment, "... so that's a color set." Now you are ready to get your money back plus some profits from these sets. Should you sneak the Labor Day weekend or a few days very soon after to arrange your color sets in selling position? Yes, according to practically every dealer with '55-'56 experience.

"Keep at least one color set in a prominent place at all times ... so it is one of the first things people see when they come into your store," advises one manufacturer. That figures. But most dealers report that there is more to it than that. Some, like

Shaumut TV in Boston, J. B. Feldman in Glendale, Calif., De Prado Electric in Chicago, Earley's in Nashua, New Hampshire, Central Electric in Palo Alto, Calif., were able to put themselves well up on the list of volume dealers last season with little more than that basic type of display. But in every case, those dealers used more than display techniques to produce their sales.

Most dealers found out last season that they must make a distinction between a display of non-operating color sets designed to get the attention of store traffic, and a working display of sets that can be demonstrated satisfactorily where they stand. Inherent in the distinction between the two displays is the inability of a color-TV receiver to show a good, saleable picture under lighting conditions that are perfectly satisfactory for present-day black and white receivers.

If you can't go to a separate room for your working color demonstration area, as will be discussed later, consider the method used by Allen's TV, Berkeley, Calif. His sets were kept mixed with his black and whites last year. The sets in the front of the store were designed to get attention, and usually one of them was kept tuned to a black and white program. When prospects in looking over his display asked "What is this model?" Allen would tell them it was the latest color TV set and he would watch the reaction. If the prospects showed any interest and were otherwise qualified, Allen would suggest a time when they could come to the store to see a color program. If the mention of color struck no response, Allen went on with his sale of a black and white set knowing that at least he had registered with an-

COLOR TV

MERELY showing color TV isn't enough . . ." one manufacturer warned his dealers more than a year ago. If you handled a line of color sets last year you know already how true this statement turned out to be. If color TV is newly arrived on your floor, certainly you've talked with other dealers in your market area and you've seen where one good black and white TV dealer had a couple of color sets purchased from him last season while another no-better black and white dealer sold from a dozen to a hundred color sets.

During a 6,000 mile swing across the country in late June and early July for talks with scores of dealers picked because they had above average success in selling color TV last fall and winter, one definite conclusion

was drawn regarding the success any dealer can expect during the next two years of color TV:

Besides having a firm conviction that color TV is here to stay and that his future in TV must be a colorful one to be a profitable one, the dealer must go into color selling accepting the idea that, for two years or so, he must develop a different set of merchandising techniques to apply solely to his selling of color sets.

Whether this is your first or third year in the field, color TV will demand that you recognize and understand necessary changes in techniques of displaying, demonstrating, promoting and selling. So ELECTRICAL MERCHANDISING offers here an analysis of the first two techniques,— display and demonstration.

other family the fact that Allen's TV is in the business of selling color.

This color set used as above would not be tuned to a color program when one was on the air. Another color set in the rear of Allen's floor-full of TV served as a second set for getting attention of regular floor traffic and served its primary purpose as a demonstration set when a color program was on the air. When a color program was scheduled, Allen used portable screens to shroud the color set and a companion black and white set in shadow low enough to allow a brilliant color TV picture.

Another dealer in New York City has been accomplishing the same result by installing a ceiling to floor drape on traverse rods. This drape can be drawn to provide a temporary "wall" that shields the color-TV sets in the rear of the TV display from daylight or the high level illumination that must be kept on in the white goods department.

To combat the washout that normal store lighting gives to the picture on today's color sets, Chicago's Sol Polk turned to the use of screens designed specifically for this use. In the Polk Central Ave. store, when a special color promotion is not in progress, sets are spotted throughout the department, elevated on platforms above the mass displays of black and white sets.

If your present display area for black and white television is already in a separate room, either shielded from daylight or provided with curtains that can be drawn, then you are half way there. Conaty's in Brighton, Mass., and Palo Alto (Calif.) Hardware have all their TV shown in basement showrooms. During the last year both stores have been

able to put on excellent demonstrations of color TV by reducing the general illumination of the room for that time. Obviously, the lowering of the light level through the entire TV sales area will not be practical this year in areas where color programming is available throughout the afternoon and evening and the store's business in black and white sales must continue. But in many areas, where one hour of color is the most dealers can expect during the '56-'57 season, attention can successfully be turned to color for that period.

However well the above makeshift arrangements may serve you this year, particularly if this is the first year of programming in your area, or the first year of evening programs, as in the Far West, most dealers with experience will agree that you will have to provide a more satisfactory method of displaying color sets if you want to be competitive during the next two or three years of color selling.

A Separate Room is Needed

The answer to the display problem for most dealers will be a separate "room". With "cold" sets in the window, samples mixed or featured in the black and white display area, you will have to arrange a private area for actual demonstration of color TV if you follow the advice of nearly every successful dealer of the '55-'56 season.

If you were involved in the earlier days of black and white selling, creating a separate area for the color sets will not be difficult to arrange. Maybe you still have your old "TV Salon." In Beverly Hills, Calif., the plush music-TV store of Crawford's has resur-

rected the mezzanine room once used as a "TV theatre" for black and white sets. The room had long since become the display area for used television. This summer it was rehabilitated as a deluxe showroom for the color sets.

You may have to do some juggling, but the chances are that you'll end up with a special area for demonstrating color.

Many dealers won't have space for a color room that is in addition to their present display of TV. They'll have to ad lib enclosures that make a "room within a room"—draw curtains prove the simplest because portable screens allow a spill of light from nearby ceiling fixtures as well as a ceiling bounce of daylight from the street and sidewalk.

One dealer without space for an additional room—Earley's in Nashua, New Hampshire, planned to put up for the fall a temporary wall or partition extending from one wall about a dozen feet or so into the store, and then toward the rear of the store about the same distance. This will permit controlled lighting of the color set area, allow display in a more deluxe atmosphere with comfortable chairs for prospects. And it will take no more space than the sets would have on the floor if no partitions were there. The side of the new wall that is parallel to the front of the store will be used for an elaborate display of "cold" color sets with manufacturer's display material. Customers coming into Earley's will continue to arrive in the display of black and white sets and radio, but their line of sight will end at this new wall with its dramatic evidence that Earley's for sure is in the color TV business. One comment and the pros-

MORE▶

HOW TO DEMONSTRATE (continued)

Polk Sells Its Salesmen and Its Customers



ALL TV SALESMEN at Polk Brothers, Chicago, will eventually receive sets on loan from the boss so that they will become familiar with and enthusiastic about color. Salesman Ken Streicher got his in July.



EACH EXECUTIVE office at Polk Brothers is equipped with a color set. When a prospect showed interest in color TV manager Nick Bademe invited her to a private showing away from the confusion of the sales floor.

pect need be taken only a few feet to a private showing of color sets in a proper setting with controlled lighting.

If you're a very small dealer, are bearish on color TV this year, or have an unaggressive distributor's salesman calling on you—in other words if you have only two or three color sets in stock and no space or desire to put in a color room, consider the technique used by the nation's biggest dealer, Sol Polk of Chicago. Polk, who told this writer that he expects to sell 2,000 color sets this fall, has a color set in each of the executive offices. If a salesman gets a prospect that is well qualified, he can take him to one of these offices for a private demonstration. Says Polk's TV-salesmanager Lester Backman, this serves another purpose, it makes the prospect feel that the Polk brass believe in color TV and that they enjoy it as well as sell it.

Or you can get really elaborate with your separate area or room for color selling. One of the most successful color-TV dealers in southern California last season was Danny Miller of Burbank. Miller, who pulled almost every stop in his crusade for color TV while there was some evening programming in that area, created a "Color Viewing The-

atre". He took a wing of his building and blanked the windows with paint—but not just plain paint. He had a window artist use every color in the rainbow to paint "color viewing theatre" on one window. Then in the brilliance of poster colors the artist created a mural across four windows and a blocked door. Starting with the words "You're Invited", the mural shows Danny Miller in full color extending his arms in welcome. Ahead of him are paintings of four people of various ages and occupations, including a mink-stoled doll, heading toward the last element of the mural—a television set with a full-color picture on the screen.

You may find that for this year and maybe two more years, a separate demonstration area for color TV can be an important factor in establishing your store as "color headquarters". Most dealers report from their '55-'56 experience that the price of color sets is not the major stumbling block to sales—it is still the need to convince the public that color TV is a necessary medium of entertainment to have in their homes. Eventually the public will be convinced of the value of color on their TV screens—but until saturation reaches a point where many people will be sold by exposure

to their friends' or neighbors' sets, the job of presenting color programs in a selling manner will remain with the dealer. And, during that time, the separate room or adequately enclosed demonstration area seems to be the only logical answer.

Such a separate room for demonstrating color contributed much to the success of Joseph Sulewski of Lansing, Ill., last season when he sold 48 sets from his Stainless Steel Distributing Co. The sales floor of this full line dealer ends with a counter and a wall behind which about a third of the building was storage area. Sulewski took the first part of this warehouse area to make a three-walled room opening into a passageway that leads to both the sales floor and the warehouse. He hung ceiling to floor drapes of a heavy and colorful material on the three walls. Into this room, which is about 16 feet deep and 12 feet wide, he placed his full line of sets, plus one black and white set. At the far end, on a platform, he placed the middle-of-the-line set which he used as the demonstrator. On the floor beside it for comparison was the black and white set. Along each side, turned slightly to partially face the open end of the room, Sulewski placed one each of every cabinet style. Chairs are placed

Miller: In Color with a Splash

COLOR SELLS COLOR at Danny Miller's, Burbank, Calif., where this wing of the store has been made into a "color viewing theatre". Outside, on the windows, all lettering plus the portrait of Miller and the figures of people viewing the TV picture are painted in brilliant full color.

NO QUESTION about Dan Miller being in the color TV business when this billboard beside his store is completed. Letters of "See COLOR TV" are in a succession of brilliant colors, and mural being completed below shows happy group viewing full color picture.



at the open end of the room for either private or group demonstrations.

Not all the dealers who advise a separate display and demonstration area for color sets had such a place in their stores in early July, but all had plans for such facilities before the fall color programming season. More important are the reasons why they are going to these rooms. Light control is basic, but not the only reason. Yet it bears repeating.

"When you consider that many prospects come in expecting a color picture that is equal to the Technicolor movies they have seen, you know that you can't get away with the washed out picture that you'll be getting if your set is exposed to normal store lighting," says one Indiana dealer. "In fact, you're going to have enough trouble explaining to some people why your best possible picture isn't the quality of a Technicolor movie. The sooner a dealer realizes that at least half the people who see a color TV picture for the first time are not going to be enthused, the quicker he will go to any extreme to see that the picture he presents them is as near perfect as possible.

In San Jose, Calif., Allied Radio & Electronic Co. has prepared a color TV room on the second floor beside its hi-fi room because of the experience of partners Limberatos and Akers last season.

"We want to keep color TV out of the price atmosphere which is inherent in any display of black and white sets today. We want the high priced color sets where the prospect can't turn his head and see '\$100 off', 'special high trade-in', etc. We don't feel that price is the barrier to selling a large number of color sets, but why keep them in the price atmosphere?"

If you need another reason for considering a separate area, there are the words of Parsh Henry, sales manager of RCA-Victor distributor Meyberg Co., San Francisco. Henry states: "... color TV is high priced merchandise. The dealer will find it to his advantage to put his sets where he can have the prospect alone during the demonstration. The prospect for that big a ticket deserves such personal treatment and he should have a chance to witness the demonstration and consider his purchase away from the traffic atmosphere of the regular TV showroom.

"Specialty selling..."—that's a familiar expression and maybe you remember when it was applied to the merchandising of black and white TV sets. Think back, now. And now look ahead—doesn't it figure that the very nature of the job you have of switching your market from an acceptance of monochrome television to an appreciation of full color television is inherently a specialty selling job. Dealers with a year or more experience with color TV selling will tell you that if you have any idea of cleaning up in color during the next two years by stacking sets on the sidewalk, offering king size trade-ins, "wholesale prices", free antennas, free service, etc., you'd better spend a few days talking with the people who aren't buying color. You'll find, these dealers say, that you'll sell sets when you can couple "a demonstration that creates a powerful emotional response with a convincing sales story that turns that emotion into the action of buying."

Color TV Needs Special Demonstration Techniques

WITH suitable displays all arranged, you as a new or as an experienced dealer have the job of giving prospects a visual and verbal presentation that will make enough of them feel "... this is what we've been waiting for—color-TV is something we've just got to have..." Dramatic? Maybe, but it is what will sell your color sets.

Let's not forget two important points that many dealers began to realize during the '55-'56 season:

1. As an industry we've long since stopped demonstrating television—we've been showing sets to people already as sold on the value of television as is the dealer;

2. In demonstrating color TV you will not be selling television as such, you'll be selling color—and when you consider that point you will see the big difference in technique you will have to use. Many dealers found that out last year, and some found it the hard way.

Looking further into this important difference before getting into actual demonstration techniques, consider this—a color set will not bring any program into your prospects' homes that they do not now get in black and white, and will continue to get in the future. The picture will not be any clearer, maybe not quite as clear for a while. A joke won't be any funnier. A tear won't be more sad. If that is true, then what do you have to demonstrate? Emotion, realism, presence, beauty, depth—the qualities that full color gives to a picture. That's being dramatic again. Most dealers who were successful last season had discovered early that they were demonstrating a dramatic subject, not a technical subject.

That is why practically every dealer visited on this tour uses a black and white "comparison" set beside his color set during a color program to emphasize—not the type of program or the clarity of the picture, but the powerful emotional response engendered by the initial beauty, the realism or naturalness, and the feeling of presence that color gives to a picture. But this is only one of many demonstration techniques peculiar to the selling of color TV, and they should be taken in order.

Demonstrate in a Colorful Atmosphere

Not many dealers used color to sell color during the last season, but a great number learned that it should be done. Talks with scores of dealers brought the conclusion that a year of exposure to color TV had made many of them conscious of the need to make use of color in the atmosphere in which they make their color TV demonstrations.

Sit in front of one of your color sets some day while a color program is on. Sit alone with a cigaret or a cup of coffee and look beyond the set—to the walls, drapes or cur-

tains, to the furniture and the lamp shades. If they do not impress you with their colors—if they do not make you conscious of the importance of color in everyday life, then doesn't it figure that you are not giving your prospects an atmosphere colorful enough to make them realize that only full color TV can bring true to life pictures to their homes?

The idea mentioned earlier, that of Lansing, Ill.'s Joe Sulewski covering the walls of his color TV showroom with brilliant drapes and putting colorful, modernistic TV lamps on each set, is just one indication of the way color will be used this year to get prospects in the mood to respond to the emotional impact of the color picture and to the salesman's pitch on realism. Dealers expect that the comparison of the monochrome picture on the black and white TV set that must be in every color demonstration room, with the brilliant walls, furniture and lamps of the room can be a silent but effective salesman for color TV.

Sol Polk told this writer in Chicago that color TV would create a revolution in the use of color in the daily lives of everyone. He visualizes pastel-tinted sidewalks in every city when in the future a color-TV stimulated public revolts against everything dull, drab and colorless. Maybe so. Certainly, the dealer must start this revolution by using color to sell color.

But not colored lights! Dealers who have experience in taking Kodachrome stills or movies know that colors change radically when lights of a different Kelvin temperature are introduced to a scene. As attractive as it may seem to the eye to bathe the color TV demonstration room with "softlight" or other pink tinted bulbs—remember that any of that light hitting the TV screen will change the true color rendition of the TV picture. So, too, will white light reflected from a colored ceiling introduce a tint to the color TV picture that may disturb its appearance.

Dealers who experimented with color TV display rooms last season seem to feel that an incandescent or daylight fluorescent system which permits a choice of all or half the lights to be on at one time, is most satisfactory. The fluorescent fixtures using "eggcrate" louvers are the most satisfactory for that type of lighting; "hospital" type incandescent fixtures (concentric rings of metal extending about a foot out each side from a silvered bowl indirect lamp) prove quite satisfactory. One dealer with big ambitions is putting in fluorescent lighting in coves around his display room.

Make Black and White Sell Color

From your personal experience, in your store, your home, distributor's showroom,

MORE▶

HOW TO DEMONSTRATE (continued)

or on a competitor's floor—wherever your experience with color TV was obtained last year, you can't question the impact that is given the viewer by seeing the same program on a color set beside a black and white set. Such arrangement was so natural and so commonly used that it is mentioned here only as a matter of record and because some dealers developed techniques that increased the basic importance of this side by side arrangement.

One dealer made it a practice, during private demonstrations, of turning off the color set occasionally, leaving only the black and white set operating. "Don't you really miss something now? The picture seems lifeless. Look at their faces—and their clothes—that's not the way you remember seeing them. Here's the way they really are!" And back on goes the color set. He had planted ideas in the prospects' minds, drawn conclusions for them—he had set up the basis for a favorable emotional response. As the color set went back on, the prospects would look for the lifelike qualities of the picture, for the beauty, realism, depth and anything else the salesman had suggested. Of course, this dealer warns, better be sure that your color TV is perfectly adjusted so that it comes back on with a perfect picture without adjustment.

Another technique that you may want to

consider: putting your demonstration color TV set on a platform that raises it about a foot higher than the comparison black and white set. Three dealers mentioned this technique which has its basis in elementary psychology. The prospect, in looking from one set to another to compare the pictures, looks down to the black and white picture, looks up to the color picture. Subconsciously people look down in disfavor, look up in favor. Crazy? Try it—even with two black and white sets some day, putting the step-up model a little higher than the leader. But the idea is even more effective in selling color where an emotional rather than a technical comparison is being made.

Dealers who have been using a black and white set beside their color demonstration set differ radically regarding whether both sets should ever be tuned to a black and white program at the same time. If you haven't already decided from your experience just how to handle this situation, then you can consider both arguments and make your choice. Basically, the schools differ on the quality of the black and white picture presented by a color set. Dealers who feel that the monochrome picture on a color set will not compare favorably with that on a new black and white receiver will tell you "... never let the prospect see both sets on black and white." For that reason they have practiced some of the following techniques: Whether it is on the floor or in the demon-

stration area, when a color set is tuned to black and white in anticipation of a color broadcast, no black and white set is turned on in the vicinity until after the color program comes on. Then the comparison black and white set is turned onto the same program.

While the color set is on the monochrome program, these dealers tell the compatibility story, selling the quality of the black and white picture and of course, planting the idea that the prospect is getting two sets at once. When the station switches from black and white to color, the moment is anticipated by the salesman and built up in advance. The prospect is ready and keyed up for the experience of seeing the screen blossom forth in full color.

You would be told by members of that school that there is another reason for their practice. They say that a program originating in black and white will show the black and white receiver at its best and will hurt the dealers story of the black and white picture put out on the color set. But the program originating in color will not give the black and white set as good a picture. So by waiting until both sets are showing a program originating in color, you will be showing the color set at its best and the black and white set at its poorest.

But, of course, you don't have to go to that school. You can join the New York dealer who delights in comparing the black

Handling Home Demonstrations Profitably

AFTER several years of being a dead issue in the merchandising of black and white television, home demonstrations have returned to help or to plague the TV dealer. Few dealers deny that getting a color set into a prospect's home for a few evenings when there is enough programming is the best possible way to sell the value of color TV. But, for many reasons, these same dealers do not agree that home demonstrations are practical. Investment in color sets, cost of two man delivery and installation, training of prospects in use of controls—those and many other factors have kept many dealers from making home demonstrations of color TV a general practice.

However, for the dealers who expect to offer home demonstrations this season, or who will be forced into it by competition (which is very likely in several metropolitan areas) here are a few experiences from the records of a dealer who used home demonstration of color TV last season.

Although Shaumut TV, a down-

town Boston firm owned by Ben Jacobs, conducted an elaborate promotion last season, offering free home demonstrations of color TV through newspaper, TV and radio advertising, the concern was cautious in granting the demonstrations.

Each time a prospect 'phoned in asking for a free home demonstration, Shaumut sent out one of its crew of five specialty salesmen to the home. The salesman explained to the prospect that the purpose of the call was to determine just when the color set should be delivered, and to find if there were any special installation problems for the crew. While in the home the salesman sized up the family and the home. And he judged whether it was likely the family could handle the relatively high cost of a color set.

Through conversation with members of the family the experienced salesman was able to determine quite well the intentions of the family to buy a set. Usually he would ask frankly "If we bring a set out here and it works well and

you are pleased with color, will you buy the set?" If the prospect answered something like this "That is why we asked for the demonstration. If we like the color and the set we'll buy it," then with other factors being equal a free home demonstration was arranged. If, on the other hand, the prospect hedged with "Well, we just thought we'd like to see what color is like and get an idea of whether or not we should buy it," every effort was made to get the family to make a visit to the Shaumut store to see the next big color program.

"Closing" the Home Demo

On all home demonstrations, the Shaumut salesman tried to close the sale of the color set on the day that the set was delivered, even though the prospect had the privilege of a 10-day trial. The salesman showed up the first day when a good color program was scheduled, saw that the set was working properly, and said "well, there it is, it is everything you expected, so supposing we make out a contract now." Of course, the cus-

tomers were given the option of an exchange or return within the 10-day period.

Shaumut TV made this effort to close immediately because the salesmen found that the longer they waited before the close, the less chance they had. The worst enemy the store would have would be the prospect's friends and neighbors who came in to see the color set in action. Eventually these guests would talk the prospects into waiting until color TV was "perfected," "cheaper" or something.

If the Shaumut salesman did not close the sale on the first day, he followed up within two or three days. He did this, says sales manager Bill Kelly, to get the contract before trouble might start from someone fooling with the color controls and before the people have lost the initial emotional impact that full color TV gives them. Most closings on the home demonstrations that Shaumut made were done on this second or third day, a few on the first day, practically none after the third day.



HOUSTON'S exclusive Petroleum Club atop the Rice Hotel is one of 14 private clubs renting color sets from distributor J. A. Walsh & Co. The firm believes that by exposure the class of people that can best afford such sets will spur demand and stir dealer interest in handling and actively promoting color.

Turnaround: The Public Sells Dealers

J. A. Walsh & Co., RCA-Victor distributor in Houston, believes color television has a great future, but dealers as a whole do not share this view. As a result, the wholesaler decided the best way to stir dealer interest was to get prospects to query the dealer about color. Enough queries by enough prospects would create more dealer in-

terest in handling and selling the product.

To achieve this public interest, Walsh undertook a program aimed at maximum exposure of color TV to the class of prospects who could best afford a set. The program consisted of renting color sets to private clubs in the Houston area with the rental fee applied against

ultimate purchase of the set.

At present, 14 private clubs are paying \$30 a month for the use of a set. This includes installation and servicing. Since the program went into effect a little more than a year ago, two clubs purchased sets outright. No one has yet cancelled out.

"Our purpose is to get people

to see color. It's a promotional effort that has also resulted in several consumer sales. As more and more people are exposed, more and more sets will be sold. When this happens, the dealer will become interested enough to join with us in actively pushing color," remarks Dean Benton, television sales manager for Walsh.

and white pictures on the two types of receivers. "Look here," he will tell the prospect, "see the very sharp trace lines on the black and white set. Those have probably been bothering you for years but you didn't think you could do anything about them. Well you can." Then he shows the black and white picture on the color set, "... no trace lines here. Picture is made up of millions of tiny dots you can't see. Gives a nice soft picture, nice tones, just like the pictures in magazines." In this school you will have most of the set manufacturers and the color broadcasters on the faculty. And the literature you get from your distributors to pass on to your prospects will back up the quality story of the black and white picture on the color set.

Of course, those dealers would be expected to have both sets tuned to the black and white program that precedes a color broadcast. It is a big part of their selling story. They use this time to give the preliminary story on color. One dealer has a routine that follows somewhat this pattern: "This black and white television is wonderful, and we've all had years of enjoyment from it. But don't you feel that something is missing. You've seen hundreds of rooms without seeing the decoration, thousands of people without knowing their true appearance. Now in a minute you can see what happens when the TV you've always known suddenly becomes alive and real."

The dramatic moment for this demonstration, of course is when one set bursts with color and the other offers only monochrome. "Now," this dealer says, pointing to the color set, "that is what you can have"—then

pointing to the other, "that is what you have now. One seems so alive— isn't there a big difference?"

Color and Sex

Don't get excited, this doesn't relate only to how much full color adds to the loveliness of the Gleason chorus line. This concerns what changes in demonstration and selling techniques you may wish to employ in talking color TV to a man in one case, to a woman in another. Experienced dealers visited on this tour indicated that they needed not only the "family" approach that appeals to a couple in relation to the value of the color set to the whole family, but also techniques that catch the different fields of response that men and women have toward color. Here are some examples from the dealers' experiences last season:

The man of the family is most responsive to the "exclusiveness" or "snob" appeal of being the first in his neighborhood or social set to have something new, different and expensive. The woman, apparently, would prefer to be a snob with a new mink, new silver, jewelry or other possessions more personal to her. And men, supposedly because of their broader national and international interests, respond to the salesman's story on the idea of receiving special events in color. And, of course, as so many dealers found out during the sports season last fall, the full color presentation of sports can be used to get the men's attention. One New England dealer adds to his selling of special events and sports by using this line: "... you'll be seeing these events on live broadcasts, of course, and you'll be seeing them

just the way you would photograph them—you take color photos, don't you?" And he is treading on safe ground because most men do take color movies or color slides—or would like to.

You have those various approaches to the selling of men on color TV, and of course, the others that you'll ad lib as you feel out the personal interests of the male prospects—and these will be important selling tools because at least one manufacturer tells you "Surveys show that men make the decisions on what TV to buy and when to buy it." And in the same paragraph he does musical comedies, with the assumption of a zoomer lens close-up of a chorus girl, as a special appeal to men—although there is no hint whether this appeal should be mentioned to the man while the wife is several feet away absorbed in the study of cabinets.

But there are appeals to the women, and last season many dealers found that there are many ways women's inherent objections to "something new" or "spending all that money" can be overcome. A manufacturer suggests that you "sell women on the daytime dramas and glamor tips that are best seen in color." A dealer like Allen in Berkeley, Calif., has found that women will listen and respond to his talk on the pleasure of seeing fashions in full color. During a demonstration, Allen will point out those features of the picture with "woman appeal," like—"... notice her blue dress ... that's a beautiful color pattern in the drapes ... its easier to tell what material the dresses are when you see them in color, isn't it? ... color TV helps you keep up to date on fashions and home decoration—and

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PROMOTING COLOR at Allen's TV, Berkeley, Calif., includes use of this sidewalk sandwich board which is put out daily to announce local programs. Bulletin Board, which has become neighborhood information center on color TV, carries news items about color TV, bulletins from manufacturers, cartoons, program schedules, and lets the public pin on any announcements it may have—room for rent, used roller skates for sale, etc. Allen sold 26 color sets last season from one-man store.



Neighborhood Information Center

HOW TO DEMONSTRATE (cont.)

you should see the food demonstrations when girl cooks with foods that are alive with color—makes you hungry."

Watch the Controls

During your first few weeks with color TV, if you didn't have experience last season, the odds are that you will be torn between the desire to jump up to the color controls every few minutes, and the admonition of the manufacturer to "... set them right and then leave them alone." Actually, there is more to this question of handling the color controls than one would gather at the beginning.

You would be advised by one group of dealers to "never touch the color controls or even talk about them until the set is sold. Mention of color controls only makes the prospects think that color TV is too complicated—'not perfected yet'". That's not the case at all, say dealers of the other school. "People already think that color TV is more complicated than it really is. Show them that there are only two extra controls—tell them it is an advantage for them to have these controls so they can be sure of having the color picture just right, just the right tones of color they like—and let them try the controls to see how easily they operate."

However, if you talked to scores of dealers from coast to coast, you would probably draw this in-between conclusion on the use of the color controls: *During group demonstrations, don't touch the controls unless absolutely necessary. If you keep running up to make adjustments (most frequently required because of changes in the signal reaching the set), you will get people in the audience talking among themselves, and they won't draw favorable conclusions— "... look at him, spends half his time at the controls just like we had to with the old 10-in. black and white sets. I don't want to have to start jumping up and down again, do you?"* And in that manner prospects start unselling themselves and the people near them.

For group demonstrations, as mentioned elsewhere in this article, have the set adjusted perfectly before the group arrives, and then let it alone. When the picture varies in hue, explain that the transmitter

has been adjusting its equipment, which is true because the stations are always tinkering. One west coast dealer explains a sudden change in the color picture with "... I guess another flock of airplanes flew through the microwave."

During private demonstrations, you would conclude from these dealers' experiences, that it is wise to point out the color controls right away, show how few there are and just what they do, and demonstrate how easily they can be handled. Deliberately throw the controls off balance and let one of the couples follow your instructions in putting the set back to a good picture. You can do this in private because you have control of the prospect, can prevent him from drawing an unfavorable conclusion by anticipating the conclusion with a favorable answer.

Show One Color Set at a Time

Maybe last season, if you showed color TV, you never had more than one set in a demonstration area — for reasons of one brand, limited supply, or normal caution in buying. So you didn't have to consider whether you would create a more effective demonstration with two or a half dozen color sets glowing in all shades of the rainbow at one time. Now, with a long line or with more than one brand on your floor, the question of showing more than one color set in action at one time must be answered.

The answer—emphatic and resounding—from most dealers who tried it last year is "no one but no one should have two or more color sets operating in color close enough for a prospect to make a comparison."

The reason, these dealers from coast to coast confided, is that "the best made and best adjusted color TV receivers are still as unpredictable as women and horses." Also, they point out, people have varying ideas on what is "natural" color. One manufacturer has suggested mass displays of operating color sets—yet three of his distributors' TV salesmen, when interviewed, said they were not yet advising their dealers to show sets operating in color side by side.

Here's what happens. Crawford's of Beverly Hills describes a situation that could happen to any dealer. The store tried operating one each of its three brands of color TV side by side when a program was available

from the Los Angeles stations. It did make an impressive display that told prospects quickly that "Crawford's is in the color TV business." But—when each set was adjusted, say for the Monday noon hour of color, each interpreted the color program differently. The prospect would have a choice of three good but quite different color pictures, although any one of the sets alone would be considered to be giving a perfect rendition of the color program. Then Crawford's found, when the sets were turned on for the next day's program, each set would show a different rendition of color than on Monday.

During a heavy period of business in color TV, this store found that each brand was practically taking turns in selling. The brand that prospects liked one day would not be acceptable the next. And, further trouble came. Because the store is a music and record center, many buyers of color TV come to the store regularly. Several customers, seeing the three set display on a day when whatever brand they had purchased was not the top performer felt they had made a mistake and demanded that Crawford's take back their set and bring one of the brand that most impressed them.

Middle of the Road

If a suggestion may be drawn from the consensus of the experienced dealers who were asked how they would handle this display and demonstration problem in '56-'57 it would be this. Select a middle of the line model as the demonstrator, raise it up and dramatize it with a self-selling type of manufacturer's backdrop. Arrange the top of the line models well spaced so each can be visualized as an individual piece of furniture in a living room. Use no backdrops, no top-of-set display on these furniture models. Instead, use attractive TV lamps, small planters or art objects in keeping with the cabinet styling. Place the low end models in simple arrangement, here making use of top-of-set easel promotional material.

Most prospects will not consider the furniture models without a salesman and not until after they are sold on the idea of color. Many prospects—the traffic from other departments the shoppers and the price-conscious will look at the low end models by themselves and frequently before they have been sold on color. So the dealer has considered all that in his floor arrangement. He will sell color from the well placed demonstrator, and do most of his business in that middle of the line model. He is prepared to sell up with sets properly displayed for that purpose. He is prepared to meet price objection by having the low end of the line ready to turn to with manufacturers' helps visible to support his sales story.

And that arrangement enables the dealer to demonstrate the color picture on the set located to give the prospects the most acceptable view. When the prospect has been sold enough on the value of color to start considering a particular model, the dealer would be wise—the consensus shows—to switch the demonstrator to a black and white picture before showing a color picture on the model that has the prospect's interest.

Color TV Needs Group Demonstration

WILL you find it necessary to give group demonstrations of color TV as part of your promotion and selling program this fall and winter? That question faces you right now, whether you like it or not, and whether or not you were in color TV last season and made use of group demonstrations from the World Series to "Rosalinda."

You have to face the question, it seems, because you are entering a period of competition between dealers and between brands of color TV. If you decide in favor of group demonstrations and the public responds with "color-schmuler" you're going to have brought your color set to the party and nobody will ask it to play. If you decide against trying to get groups of prospects into your store for exposure to color TV then you may wonder some day "Where's everyone?" and the answer will be "At your competitor's color TV party."

So, what are the factors that would tend to encourage you to promote group demonstrations as soon as you have a full schedule of programs late in September? The consensus drawn from talks with many dealers around the country who used group demonstrations is this: There are at least five good reasons why you should consider holding group demonstrations of color TV this season.

1. In any market area in the country, the vast majority of prospects for a color set have not seen a good color program under conditions designed to make them appreciate color and desire to buy a color set.

2. All but a very few of the prospects who were exposed to color TV last season were not sold color sets. Maybe at least half of them were not even sold on color. Dealers need a second chance at these prospects through more effective demonstrations this season.

3. You can put on more effective color TV demonstrations this year because at long last you have a schedule of programming, a wider choice of sets, a better price structure with more favorable terms, to help you carry the prospects from an appreciation of color TV into the action of considering the purchase of a color set.

4. Assuming that the public is not going to pick up many color sets in cartons from the distributors' docks, for a while anyway, a dealer will need to build a reputation as a color TV retailer—or, in the trite but true phrase, as "color TV headquarters." To build this reputation, particularly in face of competition, you have no more proven technique than well publicized group demonstrations. In this period of the industry's growth, with your volume sales of color TV possibly three years away, you have the chance to impress a constantly growing number of prospects with your place in color TV. Through the advertising, promotion and personal invitations you use for your group demonstrations you carry your message to people who will not respond right now, maybe won't all year, but who will continue to be prospects for color TV and will know of you as a prominent place to consider the purchase.

5. And, don't forget all those black and white TV's out there on your floor—you're going to want to sell them. The traffic from color TV demonstrations can help black and white sales, as hundreds of dealers found out last season. The normal percentage of people in any market whose sets are not operating satisfactorily, or for any other reason must buy a new set, are among the most logical to respond to an invitation to see a color demonstration. And because only a few will buy color this season, you have a first chance to handle their black and white needs.

Experienced dealers agree that the response to a group demonstration depends on "program and promotion," that the success of the event depends on "preparation and follow-up." This season you will need to pay more attention to the selection of the program around which you build your group demonstration. If the telecasters' promises hold, there'll be a wide choice of programs. Careful screening will be needed to pick the ones that have "drawing power". But at the same time, the expanded programming offers you a variety of color programs that enables you to hold group demonstrations for many more groups with special interests.

Reaching the "Average" Prospect

Invitations to families to come to a special showing of a color TV program that has general appeal is, has been, and will have to continue to be the common type of group demonstration promotion. But questions may come to you as they have to hundreds of other dealers about the type of people to invite, and how to invite them successfully.

The partners at Allied Radio & Electronics in San Jose, Calif., have this to say: "We believe from our experience last season that it is necessary for the dealer to hold two types of group demonstrations. There is the private demonstration, held for a selected group of people picked from the store's list of old customers. These people are sent personal invitations followed up by a telephone call the day before the demonstration. Then there is the public demonstration to which everyone in the market area is invited for a special showing of color TV. Newspaper advertising carries the invitation for this public showing.

"Both these demonstrations serve a special purpose during the early days of color," say the partners. "The private demonstration

Color Goes to School



Shakespeare in color provided the impetus for an area-wide school-room demonstration in Boston last spring.

When Tom Reilly, director of advertising and promotion for the Eastern Co., RCA distributors in the area, realized that the color telecast of Sir Laurence Olivier's "Richard III" was scheduled for a Sunday afternoon he saw an opportunity to create additional public exposure to color TV.

To make this possible Reilly wrote the principals of suburban high schools. "You can certainly appreciate the value that viewing such a program can have for the students in your English literature and dramatic classes," he wrote. To make this possible, Reilly continued, "We will make available a

color television set on a no-cost loan basis for showing of this play in your school. The set will be loaned by one of the RCA Victor dealers in your area and will be installed by factory-trained experts from the RCA Service Co.

Reilly went on to suggest that invitations be limited to about 100 people but noted that under favorable seating arrangements as many as 150 could enjoy the presentation.

Fifteen suburban schools took advantage of the Eastern Co. offer and audiences averaged about 120. In each community an RCA Victor dealer was on hand to tune the set, answer questions and pass out literature on color. In addition, some schools made arrangements with their PTA to serve refreshments.

MORE▶

HOW TO DEMONSTRATE

(continued)

does its job first to insure that your old customers stay with you for the switch from black and white to color. Secondly, these customers are the dealer's best prospects for immediate sales of color sets. They have confidence in the store and in the sales story that the personnel give them. The dealer knows from experience the personal buying habits of most of these old customers—he knows which ones have the urge for something new. He knows their ability to buy.

"The public demonstrations will produce a sale now and then, but their purpose, as we see it, is to establish the dealer as color TV headquarters in the community. The dealer who has the lead in selling black and white TV in any area has an advantage in color—but it is only the advantage of having the facilities and the organization available to start developing a business in color, it is no guarantee of his becoming a success in color automatically. The dealer is going to have to work to establish himself in color, just as the best radio dealers had to work hard in black and white."

For family groups you will be using the weekly presentation of a popular network show, as well as the once-in-awhile "spectacular" type of color show, according to dealers who used group demonstrations last season and have made their plans for color TV promotions this fall and winter. Those who follow the thinking of Allied of San Jose will most likely use the "spectacular" type of show for demonstration to selected groups of old customers brought in through personal invitation. For general invitation to the public, some dealers seem to favor using a popular show which a large number of people see regularly in black and white.

You may want to consider the idea of a

suburban Philadelphia dealer who plans to hold "neighborhood parties". Using a street directory he will send invitations to every family in an area of about four blocks. The invite will mention that the recipient "and neighbors" are being invited to a private showing of such-and-such program in full color. He hopes that the mention of neighbors will get them talking about the invitation among themselves and thus give it more impact. The dealer will 'phone each family on the day before the program and mention "you might check with (names of next door neighbors) and come up together."

No dealer has yet mentioned the idea of holding neighborhood color TV parties modeled after the "freezer parties". These would be held in the homes of color set buyers for their friends and neighbors, with the dealer providing refreshments and compensation to the host for any leads that are closed. When asked about that idea, a Los Angeles dealer commented that "it won't work until we start getting color TV into homes in the lower income group." A New England dealer believes that such parties wouldn't get much further there than did the freezer parties, or as far—"and why should we go to all that trouble? People who buy color TV will hold parties just like that for their friends to show off their sets. We can still get the names of the guests by making a call back."

Meanwhile, back at the store, you have a couple of details to settle about your group demonstrations. For instance, how many people should be invited? What type of invitation gets best results?

Obviously, you don't have complete control over the size of the audience that may respond to an invitation made to everyone in your market area through a newspaper advertisement. There is, found Conaty's of Brighton, Mass., one workable solution to

that situation, if you want to take the trouble.

In Conaty's newspaper advertising announcing that there would be a special color TV program on a certain evening and that the public was invited, the store made it very clear that readers were to telephone the store for a reservation. And it specified further that reservations were limited to two members of a family. As a result of these two conditions, says Conaty's management: (1) People considered the color TV showing more important because they felt that the opportunity to see it was limited and that the showing, through reservations, was somewhat exclusive; (2) Through the 'phone reservations, Conaty's knew pretty well in advance how many people would attend and could plan accordingly; (3) By limiting the invitation to "two per family" the store eliminated those families who had nothing to do that evening and might wander over to Conaty's for the walk without any desire to see the color program and it cut to nearly none the number of children at the showing.

With that system, Conaty's averaged between 80 and 100 people at each major color TV demonstration last season. Several times the capacity of the demonstration room, 100 people, was oversubscribed more than a day in advance of the showing. On several occasions, people 'phoned in advance and asked to be put on the list for the next color TV demonstration before the store had announced a date.

How many people to invite to a private demonstration, where you select the people in advance, depends not as much on the capacity of your demonstration room as on the number of people on your staff. And the experienced dealers of last season seem to agree that such personal invitations must be done through a combination of direct mail and telephone follow-up. Several manufac-

(Continued on page 116)

How Important are Trade-Ins in Selling Color TV?

The importance of trade-ins in selling color TV was thrown out of balance last season because of special dumps of obsolete color sets merchandised through fantastic and unrealistic trade-in offers.

Dealers as well as the public in many areas of the country began to develop the philosophy that a customer's black and white set would be worth its original cost, regardless of age or condition, toward a color set. Then the price structure announced for the '57 models pointed out very clearly that unrealistic trades were not practical.

But what about realistic trading. Can it be done, is it necessary, and can the dealer make a profit?

Two dealers with above average experience during the last season report that taking trades of black and white TV toward color sets can be profitable—mostly because of the quality of the sets traded in.

Conaty's in Brighton, Mass., has taken a trade-in on every color TV sale so far and is very happy about it. Yet the store is sour on trades toward black and white sets—these trades toward black and white sets have been running so poor in quality and so old that the store seldom feels it can repair them.

However, toward the purchase of a color set, the average customer is trading a black and white set that is relatively new and usually in

good working condition. As Conaty's points out, most people are buying color because they want color, not because there is anything wrong with the set they have other than its inability to present a color picture. So the store is getting trades of relatively new 21-in sets—even some 27's—sets which have a fairly good resale value.

Another factor that Conaty's considers important to the dealer in taking trades toward color sets is this—most of the sales of color TV have been to the store's old customers. Therefore, the set which the color set purchaser wants to trade was purchased from Conaty's and has been serviced by the store. It is a simple matter for the salesman to make a quick check of the service records to find out exactly the model, the size, cabinet, and the record of the service work that has been done on the set, before he makes a commitment on a trade-in offer. While the store was making

a flat \$1.00 per sq. in. offer in trading, toward '55-'56 colorsets, often management was able to go higher if the records showed that it would get a very re-saleable set.

Almost parallel experience in trade-ins is reported by Stainless Steel Distributors, a dealer in Lansing, Ill. For some time he has faced the problem of having to take too many sets of a size, age and condition which could not be resold profitably.

He has suggested that color set buyers trade in their good black and white set now to take advantage of the big offer he can make, and he points out that later on they can buy a good, new, black and white set from him for less than the amount he is giving them for their old set. As a result, when they do come back for a black and white set—as several have—he has ended with three profits—on the color set, on resale of the trade, on the new black and white set.

**TV
TODAY**



HAMPTON ELECTRIC'S color sales begin with a home demonstration conducted by both a salesman and serviceman. This, with a free trial, is the way they . . .

Sell Color TV to the Whole Family

OVERCOMING skepticism on the part of the public is the only practical key to selling colored television, declares Van Vancil, television department sales manager at Hampton Electric Co., St. Louis, Missouri.

It takes a convincing home demonstration to offset the general public's conviction that "It's better to wait until they perfect color TV".

"Nothing short of a demonstration of this sort, which proves to the prospect that he can receive TV perfectly in his own home, tune the set himself, and place as much trust in it as in black and white TV, will make the sale", Vancil says. "Consequently, our program is built around home demonstration at every opportunity".

Many dealers will go along with Vancil on the above thinking, but will hasten to point out that the cost of staging home demonstrations, particularly where the tuning in of the set is a ticklish problem, rules this sort of sales technique out. Not so in

Vancil's master plan, however. He simply attaches a charge of \$10 for the three day home demonstration, which is, of course lopped off in the event the family decides to buy.

"We have sold 55 sets in the space of a little more than a year through this system", Vancil points out, "all of which has proved to us that the \$10 charge, although it does scare off a few potential prospects, is the most solid basis on which to sell colored TV. Our theory is simply that the prospect who is willing to invest \$10 in this way to cover the cost of transporting the set to his home, setting it up, and keeping a serviceman on the job during the first program viewing is sincerely enough interested to make the purchase if the set does what we claim for it. We make this plain in dealing with each new prospect, point out that colored television is, of course, a more complex installation problem than ordinary black and white, and that we cannot very well afford to set up home demonstrations without such

a charge. Most people, today, are reasonable about such points and, in a way, we have found it advantageous to discourage the apparent prospect who balks at paying the cost for setting the set up on a trial basis in his home. Consequently, we are not wasting time with prospects who show very slim opportunities and 95 percent of our home demonstrations will result in a sale."

Fool-Proof Demonstration

The formula used at Hampton Electric is straightforward and simple. In return for the \$10 charge, the set is delivered at the time requested with both a salesman and a serviceman along. Usually such deliveries are made in the early evening so that the entire family can see the set in operation and pass on the desirability of buying it. For that reason Vancil includes the services of both a salesman and expert mechanic for the first program which the family selects, either a one half hour show or a one hour spectacular.

"We use that hour to good effect", Vancil
(Continued on page 132)

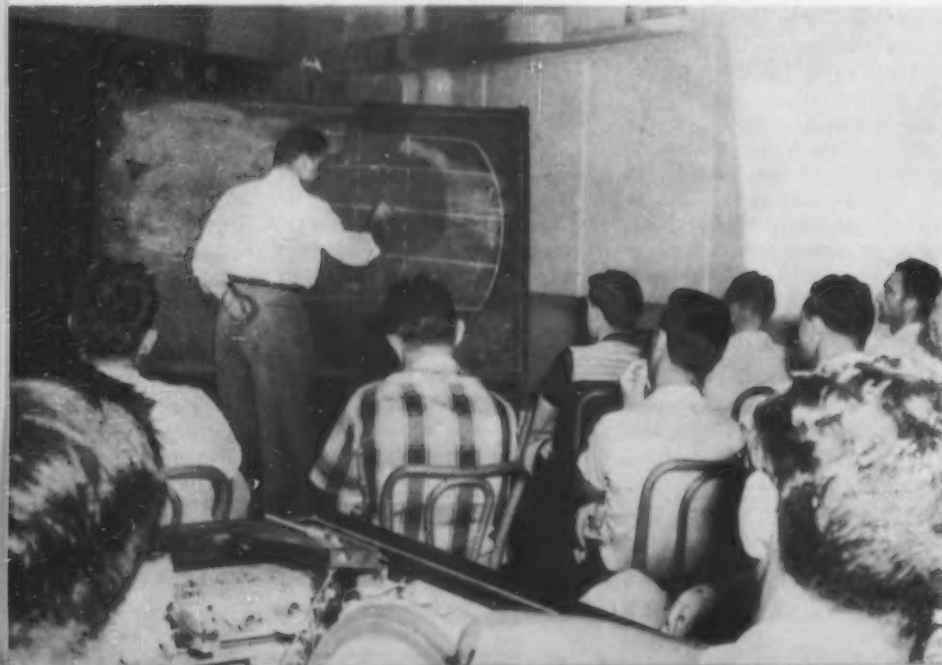
TV
TODAY

Trained Servicemen:



STUDENTS crowd around a practice set to observe instructor's critical adjustments during the Adleta Co's intensive three month course in color TV servicing.

REVIEW sessions included both blackboard lectures on mail lessons and actual work on color TV sets. Here, Kasal runs over course problem for the assembled students.



SPECIAL prices put color sets in trainees' homes. Here dealer George Blackburn works with set and equipment at home.



FIRST STEP TO COLOR SALES

The Adleta Co. spends \$23,000 to conduct a three-month course in color TV service that involves home study, practice and classroom review sessions and graduates 210 qualified servicemen in four important Texas marketing areas

By FRED A. GREENE

WHEN Adleta Co. of Dallas, Texas, an RCA-Victor distributor, first began handling color television, the firm realized that the future of color TV hinged heavily on adequate service.

Ed Miles, general manager of Adleta, explains it this way:

"The consumer knows that color TV, just as other appliances or new cars, requires competent servicemen. Unless we had such men, people just would not take a chance. The dealer, too, would hesitate to sell color because, unless he could satisfy the consumer on service, he couldn't sell the set. If he did, and then couldn't repair it, the dealer's reputation would suffer."

Training Program Planned

Miles brought Adleta service manager Frank Kasal and promotion manager George Stone into the picture. They agreed on a training program that would be open to all television servicemen whether affiliated with Adleta or not and offer it at no cost to them.

The program was introduced to some 200 servicemen invited to a luncheon in Dallas last February. They were told that Adleta would furnish all books required for the nine-lesson correspondence course prepared by RCA engineers. The only consideration

asked of those who enrolled was that they turn in correspondence lessons once a week and attend each of the three once-a-month review sessions in the city closest to them—Dallas, Fort Worth, Waco or Wichita Falls.

Course Is Expanded

"We went beyond the home correspondence course technique because we felt there was a need for shop technique training. We realized that many questions and problems would arise that needed further explanation by qualified people, such as our service manager, Kasal. We were willing to provide the costly books, test equipment, meeting places and monthly luncheons because we accepted the fact that interest was low and unless we made a real investment, the men would not be willing to put in their time and energy. Color was too new to expect them to buy costly equipment when so few sets were being sold. By providing equipment for meetings, we found them eager to devote time and energy to learn. As it turned out, they became enthusiastic about color TV's future, and are now the industry's best salesmen among their friends and business contacts," Miles said.

Kasal conducted the review sessions. A step-by-step blackboard review of the preced-

ing lessons opened the meetings, but nearly 50 percent of the review periods were given over to shop techniques and the servicemen-students actually worked on color sets with test equipment which Adleta furnished.

Additionally, Adleta offered a special purchase plan whereby servicemen were able to buy color sets well below Adleta's cost and could finance them over a 24-month period. A similar plan was offered for necessary test equipment. The only requirement was that technicians agree to retain the set for their own use for the duration of the course.

Private Tutoring Given

Although most technicians did not require extra help, several did receive private tutoring from Kasal, who remained in each of the four cities an extra day. Kasal also tutored men at his office in Dallas from time to time.

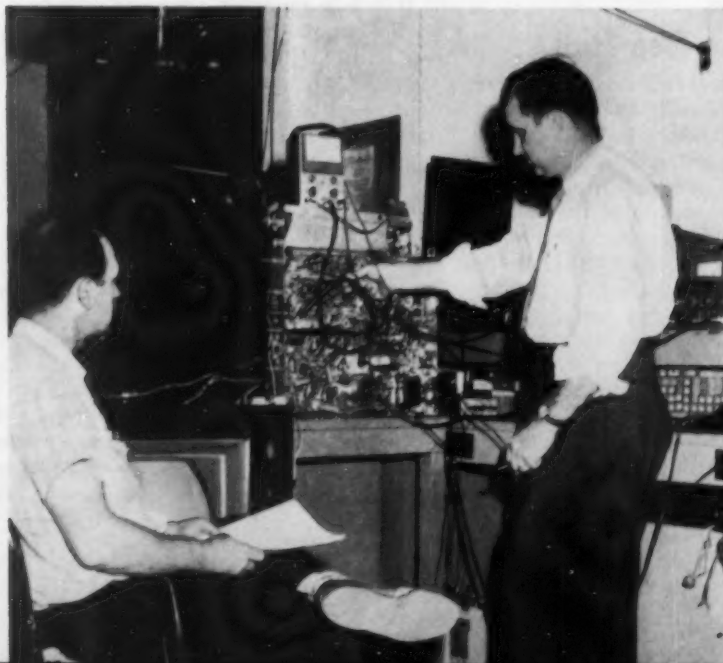
Approximately 95 percent of the more than 200 men who eventually applied for the course passed the qualifying exams. All 210 who went through the program passed. The average grade was 82.5—well above the Institute passing mark of 70.

The 13-week course climaxed in June at a graduation banquet at which technicians were given diplomas. Prizes were awarded on proficiency, attendance at meetings, and punct-

(Continued on page 136)

PRIVATE tutoring was sometimes necessary. Kasal did this by staying over a day, or by inviting the trainee to visit Kasal's home office.

DIPLOMAS were presented to entire group of students, along with identity cards. Prizes went to top graduates in the class.



With the full impact of color TV sales still on the horizon for the appliance-radio-TV retailer, black and white sets remain unchallenged as one of the basic profit makers. ELECTRICAL MERCHANDISING has published many stories on dealers who have successfully merchandised black and white TV through better than average promotional efforts, out-of-the-ordinary sales gimmicks, and down-to-earth selling methods. Here are some of them

Ten Tested TV Promotions



Teen Age Beauty Contest

Few parents of a teen-age girl wouldn't show interest in having their daughter win a beauty contest. Back in Grand Rapids, Mich., dealer Al Heileman thought the idea of just such a contest worthy of a promotion which parlayed TV sales from \$12,000 to \$50,000 in three short months. Al's TV promotion consisted of a Miss Teen-Age beauty contest with the only requirement being that parents, a friend or relative must first purchase a receiver at Heileman's to make her eligible. The contest was publicized through newspapers, a local radio station, and Heileman's own efforts (passing out entry blanks at 6 local high schools) to keep the town aware of the promotion.

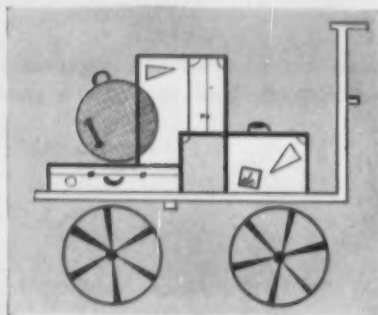
Two winners were picked in the contest each week, with weekly winners competing in semi-finals each month for a spot in the final judging to be held at the end of the three-month-long promotion. Besides being entered in the beauty competition girls also shared in salesmen's commissions. Heileman's regular salesmen handling a sponsor sale gave up half of their regular 10 percent commission, and the girl who turned in the lead got ten percent of the sales price in merchandise certificates redeemable in one of three women's apparel shops in Grand

Rapids. (Merchandise certificates cost Heileman only two-thirds of their value with the clothing store footing the additional third.)

At the end of the promotion period a final judging of semi-finalists was held in a downtown Grand Rapids theatre, and the overall winner given the title of Miss Teen-Age TV and the opportunity to reign over the first annual Miss TV-Frolic, held on New Year's Eve. In addition the winner received a Zenith TV set, a screen test, and a complete course in modeling. Semi-finalists were awarded modeling lesson and a Benrus wristwatch jointly presented by Heileman's and Zenith distributor, J. A. White Company.

Heileman's figures the cost of the whole promotion, including publicity expense, ran to around \$150 weekly.

(E.M., February, 1952)



Prospects Like Free Trips

Comes cold, dreary February and the average person finds himself thinking just how nice a holiday trip would be. It's a season when TV sets are getting a hard midwinter workout and a good time to draw the owner's attention to thinking in terms of a new model. Working upon ideas for gimmicks that would draw TV prospects to their store, Louisville Radio, Louisville, Ky., some years ago hit upon the idea of a free trip similar to that offered by appliance manufacturers to their dealers. Louisville Radio simply invited people to come to the store, inspect the new lines of TV then being offered, and finally to fill out a registration form which might win them a free all-expense-paid trip to Florida for two. Planned for early in the year when

new lines were being offered the promotion proved an effective aid to TV sales. Dealer Leonard Abraham, owner of Louisville Radio, reported at the time of the promotion that a total of more than 4800 people were registered, total sales increased over 40 percent, co-op advertising helped in publicizing the promotion, and total cost of trip including plane tickets and hotel accommodations was a moderate \$259.06. (E.M., September, 1953)



High Bracket TV Sales

As far back as November, 1952, the Fowler Music Co., Joliet, Ill., was doing more than 50 percent of its annual \$750,000 TV volume on high margin merchandise. William H. Fowler explained it this way at the time. "Before you switch on the picture," said Fowler, "tell your prospect the story of the cabinet, and show them what makes it a really fine piece of furniture. The quality TV buyer cannot be pressured into buying, he is used to having the better things of life surrounding him, and an approach which sells not only the quality of the set but the cabinetry as well can provide the sales appeal needed."

Fowler believes that to be a good salesman in a quality market it is necessary to be able to discuss intelligently the wood and construction which are part of a really fine TV cabinet. Five standbys to Fowler's sales pitch were: (1) show your prospect how the play of light points up real veneer (mahogany, maple, oak, walnut and birch are widely used) as opposed to plastic decalcomanias used on

cheaper models; (2) point out the smooth surface finish, lack of slickness in a cabinet which has been properly finished; (3) with carved surfaces point out the fact that all hand work has a sharp clean edge, showing they are not formed from composition pressings; (4) finally turn the set around and show the finer points of behind the scenes construction, pointing out glue, screw and corner clamp construction as opposed to the use of nails in the cheaper cabinet.

(E.M., November, 1952)



TV Sales And Fashion

Few women exist who can resist the lure of a fashion show.

RCA-Victor thought the basic appeal so good that they planned for their dealers a promotion which had as its core just such a show, one which would carry as its overall theme, "fashions in home entertainment." To put on a fashion show dealers were first advised to draw attention to the coming event through the use of window display plugging both woman's fashions and the company line of TV, radio and hi-fi. Next invitations were to be mailed to a selected group of prospects, with additional emphasis provided through the use of large-space advertisements in the local paper. Everyone was asked to stop in at the store and pick up tickets to attend the show, a device making for two-time exposure to the sets being promoted, both then and at show time.

Probably the single most important factor, following pre-show advertising effort, is the actual setting up of arrangements for the event itself. With existing space dealers can arrange sets they are promoting along the walls of the store, and provide a center runway flanked on either side by folding chairs. Often, a local woman's apparel shop will be glad to furnish not only the clothing, but the models to demonstrate. It's good business for them too. Should the latter not be available, the services of the local woman's clubs should not be overlooked, with inexpensive housewares the lure that draws. Provide a musical background for the show with a hi-fi unit, demonstrate your line of TV at a mid-show intermission, and after the ceremony, both will produce leads.

As RCA-Victor describes the promotion "capitalize on one of the newest (TV-and-hi-fi) and one of the oldest interests (Milady's appearance)." (E.M., December, 1955)



Try Showmanship Often

You don't have to be a P. T. Barnum to bring inexpensive showmanship into play in your search for TV sales. There are many angles to be explored using local talent.

Miller Furniture in Green Bay, Wis., decided some years ago that they wanted to keep local prospects aware of the fact they sold television. To do so Eugene Miller, the manager, put on a package show in his store. Featured were Chan, the magician, and Margo, the mind reader, both local talent with a not-too-high price-tag attached to their services. To build local interest for the show Miller used local radio station WJPG for a series of interviews between himself and Margo, the mind reader. Additional advance publicity was afforded when Chan drove a car through the streets of mid-town Green Bay blindfolded. At the package show itself Margo operated from the interior of a television cabinet, thus focusing attention to the brand being promoted. One prime facet of the show was the fact that Margo, during her performance, made just enough slips in her mind reading to keep the crowd on edge. Those catching errors were awarded \$25 to be used towards purchase of a TV set of the winner's choice. (E.M., February, 1953)

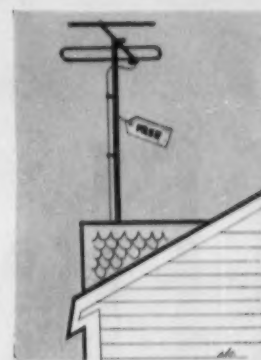


They Ran a Contest

Five years ago Merchants Distributors, of Boston, decided that something was needed to make their trading area more conscious of the TV brand they were then distributing. Like other distributors before them they were faced with the dilemma of how to approach the problem in an area at that time suffering from lagging sales. Finally it was decided that a contest "gimmick" was the right move for that time, a contest which eventually ran into a three-month period, and brought 125 retailers into the picture from Boston, eastern Massachusetts and New Hampshire.

Basic idea was to have local dealers announce to customers and prospects the fact that 16 TV sets would be awarded in the area for best answers to the lead line: "I like — TV sets because . . .", a statement which was to be completed in 25 words or less. To keep local interest at white heat (local residents are sometimes suspicious when a person in a faraway community hits the jackpot) the contest was arranged so that each participating dealer awarded two prizes, a table radio and an electric iron within the circle of his own trade. Then the dealer's two winners automatically became eligible entrants for the larger contest, and the grand prizes.

Although the program was designed by a distributor for a large dealer group, it is not specifically restricted to a group of that size. It could be boiled down to one dealer's needs. (E.M., December, 1951)



Free Antenna Installation

Down in rural Russellville, Ala., the Dependable Service Center has found that the free home trial, plus the incentive of a free antenna installation can often clinch a TV sale where ordinary methods would fail. Cecil Batchelor, owner of the Center has found too that to be completely effective he must plot this type of promotional effort in advance.

"A promotional plan of any sort which has the advantage of advance thinking carries with it the complete cooperation of the distributor," explains Batchelor. In addition adequate inventories can be assembled which will carry through the duration of the promotion, and advertising material will be ready to break at the proper moment."

For Batchelor this "proper moment" for television is during the months of September and October. Although he pushes TV on a year 'round basis he puts his greatest emphasis into this two-month fall period. At this time he offers a free four-day home trial to leads specially selected from his prospect lists. Since his particular business locale embraces a rural area he will in many cases have to sell the trial by first showing the prospect a picture in their home utilizing a crank-up antenna. Should this teaser lead to the homeowner agreeing to a trial, Batchelor will then install the set permanently, including an antenna. Should the set remain with the prospect after the four-day trial the antenna installation costs nothing, if it does not \$10 is charged. (E.M., November, 1954)

(Continued on page 145)



ARMED with an appointment, a group of records, a speaker, and a tuner, partner Berle Larned of Music Unlimited drives up to prospect's home to give a hi-fi demonstration.

HI-FI

Door-to-Door

Music Unlimited of Denver, Colo., take an armful of records to a prospect's home, demonstrate them, sell them, and talk hi-fi. On the next visit they bring along some hi-fi components and add another big ticket customer. It's a system that's good for \$3,500 a month with no overhead

A new idea in hi-fi selling is the result of a two-year association between Berle Larned, a former wholesale food salesman and amateur record collector, and Henry Kaiser, an oil company employee.

They invested a total of \$1,000 in a new firm they called Music Unlimited, then started selling high-fidelity records and equipment to a few customers in Denver, Colo., on the basis of demonstrations in the homes of the prospective customers. There were other firms in Denver who would take a hi-fi package to a customer's home for a demonstration, but Larned and Kaiser weren't taking packages.

They were taking hi-fi components—turntables, amplifiers, pre-amps, speakers and enclosures—as separate units to the customer's home, hooking them up on a jack-plug basis, and then letting the customer find out just how a custom hi-fi installation with compo-

nents of various price ranges would actually sound in his home. Moreover, they started uncovering leads by the dozens with their highly unusual practice of taking long-play records—one or a dozen—to a customer's home just for the sale of the records, plus a chance to educate the customer on the real meaning of hi-fi and to learn whether he might be interested in true high-fidelity at its best.

Two Years to \$3500

Music Unlimited made a hit in Denver with nearly every potential customer contacted, to the extent of a peak \$3,500 a month volume, and a current inventory of over \$8,000. This was accomplished in two years, and the potential market in Denver—like the name of the firm—is “unlimited.”

Larned and Kaiser feel that not more than two percent of the potential hi-fi market in

the Denver area has been tapped. This is in contrast to the East and West Coast areas, where Larned believes about five percent of the market has been reached. Needless to say, Larned and Kaiser figure on tapping a few more percent around Denver in the next few years.

Here's how the Music Unlimited operation works:

Although some direct mail and newspaper advertising is used, most leads come from satisfied customers of Music Unlimited, who recommend the concern to their friends. Most sales, incidentally, are to average and just-above-average income groups. Larned's philosophy is unique in a business that is usually aimed at persons in the higher income brackets. “People who have a compelling interest in music—and therefore better reproduction through hi-fi—aren't generally

(Continued on page 148)

1



TELEPHONE CALLS by Mrs. Larned turn up many likely customers for records or hi-fi, but today much of the business comes from referrals.

2



RECORDS help to provide the initial entree to a customer's home. Larned usually sells at least one record and gets a chance to talk about equipment needs.

3



THE SECOND CALL is the one in which Larned starts to sell hi-fi components. All equipment is brought in his car, is arranged for plug-in hookup.

4



DEMONSTRATIONS take a variety of forms. In this instance Larned shows a prospect how much difference in tone quality just the addition of a speaker makes.

5



MORE EXPENSIVE equipment may be demonstrated on the same visit. Sales run from \$195 to \$2,000, but most customers are in middle income group.



DRIVE-THROUGH DISPLAY FOR USED APPLIANCES

At Wilbank's in Montgomery, Ala., customers can pick up a reconditioned appliance while getting their brakes relined. It's so easy that used appliance volume accounts for 65 percent of sales

NEARLY 200 reconditioned appliances line both sides of the covered driveway shown in the picture above. The purpose of the display is to insure a consistent profit of 10 percent or better on all trade-in appliances sold by Wilbank's Motor Service, Montgomery, Ala.

The Wilbank's firm sells a \$750,000 appliance volume per year, according to Ted Sullivan, sales manager, and naturally must handle a tremendous volume of trade-in appliances. Anxious to keep turnover up, the Wilbank's concern in 1947 built a well-equipped reconditioning shop in which all appliances can be completely torn down, carefully inspected, parts replaced, units thoroughly checked and the cabinet given a new paint job on an "assembly line" procedure.

"We back up the reconditioning shop with an inventory of between eight and ten thousand dollars in parts at all times", Sullivan

says. "We have found that this parts stock is not only indispensable to make as many appliances as possible usable, but also gives us a boost when we take the prospect back into the repair department to look over the inventory."

Along with putting the service department on show Sullivan felt it necessary to make trade-in appliance shopping as easy and simple as possible for the customer. The result was the decision to line both sides of a driveway, more than 150 feet long, alongside the showroom, with trade-ins. Upward of 200 appliances, including refrigerators, washing machines, dryers, home freezers, TV sets, radios, etc., can readily be accommodated on either side of the driveway—and the interested prospect, instead of hunting up a place to park and then walking into a store, simply wheels into the driveway and can coast along, looking for the type and size of appliance which interests him.

Going still farther, Sullivan equipped the driveway with electrical service bus outlets the full length, so that every used appliance on display is in actual operating condition to lend additional authority to its presentation. He doesn't limit this live demonstration to all-electrical appliances, either. Even automatic washing machines are plumbed in with flexible couplings, so that the oldest automatic washer, for example, begins gurgling away merrily when the controls are set. This makes a thoroughly good impression on the prospect.

"We make a lot of trade-in sales right on the spot, loading the appliance into the customer's car where possible, or promising immediate delivery with a truck simply following the owner out to his home," Sullivan says, "we feel that this is the sort of service which will make customers sit up and take notice and it has certainly made us well-known where used appliances are concerned."

Complete Reconditioning

Because of the heavy volume of trade-ins which the big Alabama appliance dealership handles, averaging better than 65 percent of its total new appliance sales, it has been found profitable to do a complete reconditioning job on every appliance, both operationally and from the appearance standpoint. Every used appliance is guaranteed, all the way from 90 days to a year, depending upon the type, and with this sort of confident-building feature, the store maintains a profit of 10 percent or better on all used appliance trade-ins. Helping substantially to maintain this average is the fact that all five of the store's specialty men write their own deals throughout, deciding upon the allowance on the trade-in, taking it in, shepherding it through the reconditioning department and setting the eventual resale price. The salesman thus receives a commission on the sale of both the new appliance and the trade-in which it replaced and their natural desire to boost their own incomes insures that there will be no runaway allowances, no price concessions, etc., which will eliminate profit on either end of the sale.

Daily Advertiser

A daily display advertiser in Montgomery newspapers, Wilbank's two years ago took an unusual promotional step in running a picture of every salesman in association with his own merchandise. Whenever quarter page or even half page ads are run on used appliances to keep the inventory turning over, five salesmen's pictures appear, spotted alongside the appliances which they themselves took in on trade to add a personal factor in attracting the customer. The five salesmen rotate regularly between the huge driveway salesroom for used appliances and the new appliance showroom. They are in every case already familiar figures to their prospects long before the latter drive in. These and other methods insure that it is a very rare exception, indeed, when any reconditioned appliance remains on display in the driveway for more than a single week. End

ONE PROBLEM . . .

Demonstrate a New Range



TWO ANSWERS . . .

ABOVE: *Halvorsen chose a public show*

ABOVE: *Satmary used his store*

In March Meriden, Conn., dealer Jack Halvorsen introduced a new range in his market area by demonstrating it to thousands of visitors at the Meriden Products Show.

At the same time Fairfield, Conn., dealer Tom Satmary introduced the same range with a cooking party for 80 women in his own store.

Which was most effective?

There's no simple answer to that question. For one thing both Halvorsen and Satmary are smart enough not to rely on a single demonstration to push a completely new product (in this case, Norge's vertical broiler range).

But even if the two dealers had each relied on their cooking schools alone it would be hard to come up with a clear-cut decision as to which was most effective. Among the

basic factors which must be considered are:

I. THE CROWD

Certainly Halvorsen drew the most people. But even he agrees that attendance alone isn't a criteria for measuring the effectiveness of a cooking demonstration. At a big public show people come and go; they hear part of the pitch and then drift off; there is a babble of background noise and it's difficult to focus attention completely on a single product being demonstrated.

Satmary had certain advantages with his smaller crowd. To begin with they were virtually "handpicked" from church groups in the vicinity of Satmary's store. Once in the store the women were exposed to no competing brands. When the demo began their attention was focused completely on the

demonstration. The offer of a door prize and the promise of refreshments later on in the evening held the crowd together for the entire evening.

The characteristics of the town had something to do with the use of a public show by one and the preference for a private showing by the other. Meriden, with a population of over 45,000, is a good-sized town but it is a relatively homogeneous market area. A local dealer exhibiting at a town-wide show in such a community can reasonably expect to serve most of the people who visit his display. Fairfield, on the other hand, is immediately adjacent to Bridgeport and the combined population of the two provides a market of some 200,000 residents. A relatively small dealer like Satmary would find considerable "wastage" in exhibiting in a

MORE▶



CAPITALIZING on crowds which will attend show is problem faced by dealer Jack Halvorsen, right, and field sales manager Charles Keeney of Plymouth Electric. Here they select ads which were used to direct visitors to Halvorsen's booth at the Meriden Products Show.



VARIETY OF DETAILS had to be checked in setting up demonstration. Here Halvorsen installs a special element in broiler of range used for demonstration since a check of wiring in the Meriden Armory showed that voltage was too low to be used with standard elements on range.

SATMARY USED



DRAWING A CROWD was first problem faced by dealer Tom Satmary of Fairfield when he decided to stage his cooking demonstration in his own store. Here his sister-in-law, Bertha Lapis, refers to membership lists of local church groups as she extends invitations to the demonstration.



SETTING UP FOR SHOW involved moving out a number of major appliances, clearing one wall (which then served as stage) and setting up 100 folding chairs in the center of the store. Appliances were moved into adjoining building where they could be shown customers if they expressed interest.

community-wide show in this area.

II. DRAWING A CROWD

There's still another point to be considered: how difficult is it to draw a crowd?

When a dealer chooses to exhibit at a city-wide show he is gambling—gambling on the show itself. No matter how carefully Halvorsen planned his own participation, he himself couldn't guarantee good attendance. That was up to the show management. If they planned the show well and did a good job of publicizing it, then Halvorsen was in a position to capitalize on the crowds which attended.

Satmary, on the other hand, assumed full responsibility for drawing a crowd when he

staged his "cookerama" in his own store. There were no other exhibits, no acts, no city-wide publicity to draw traffic.

These factors just about balance each other out as far as Halvorsen and Satmary are concerned. In Halvorsen's case the Products Show was well planned and well publicized. Crowds showed up. As a result, Halvorsen's job was considerably simplified. Instead of worrying about drawing crowds for his demo, he concentrated on making the most of the crowds which were drawn by the show itself.

In Satmary's case, drawing attendance for an in-store promotion is no problem. His new store on King's Highway lends itself to such demos and Satmary has developed an extremely effective method of drawing at-

tendance. Through his sister-in-law, Bertha Lapis, who works with him in the store, Satmary contacts various church groups. The store serves a tightly knit community of several nationalities and Mrs. Lapis needs only go through the membership list of various church organizations to come up with the names of 70 to 100 women who would like to attend such a demonstration. Distributors calling on Satmary are impressed by the way crowds turn out for his in-store demonstrations. They are, in many cases, unaware of the detailed work which goes into drawing such a crowd. Women are contacted again and again until it is almost certain that the desired number will actually be on hand for the demonstration.

A PUBLIC SHOW



ADVANCE PLANNING led Halvorsen to install a second range on an elevated platform which eliminated need for women to stoop down to look into broiler. Elevated range also made it possible for people in back rows during demonstration to have an idea what was going on.



END RESULT was a continuing series of range demonstrations during the three-day run of the Products Show in the Meriden Armory. Formal demonstrations were conducted by distributor home economist Margaret Edwards but Halvorsen, above, was regularly on hand to answer questions.

HIS STORE



CAPITALIZING ON CAPTIVE audience enables Satmary to demonstrate other appliances. An evening session like this, drawing 80 to 100 people, has led to sale of 15 major appliances.

III. STAGING THE DEMO

Regardless of whether you choose a public showing or an in-store demonstration, there are problems to be considered in setting up a cooking school.

For Halvorsen these started when he chose his booth space. Once the dealer has decided that a particular show is "worthwhile", the single biggest decision remaining is the choice of display space. In a big show with many competing merchants exhibiting the individual is faced with the problem of drawing his share of the crowd to his space. Pre-show advertising helps, of course, but the location of the booth is even more important.

Halvorsen's space was just inside the en-



END RESULT of Satmary's planning was this range demonstration by Margaret Edwards of Plymouth Electric. Although store was crowded, enough help was available to make it possible to pass samples of broiled food throughout the audience.

(Continued on page 156)

Average Family Appliance and Radio-TV Purchases by Income Groups in Nine Classes of Cities

	Total	Cities in North						Total	Cities in South						Total	Cities in West						Total
Item and income class	Northern Cities	Large		Suburbs		Small		Southern Cities	Large		Suburbs		Small		Western Cities	Large		Suburbs		Small		United States
	Av. exp.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.	Per. rptg.	Av. exp.
Television Sets																						
Under \$1,000	\$ 1.40	\$ 2.08	1					\$ 4.65						\$ 5.00	\$ 6.86	2	\$ 7.02	2			\$ 3.50	
\$ 1,000 to \$ 2,000	7.32	5.31	2	\$22.18	8	\$ 3.26	1	15.91	\$ 5.45	2	\$12.02	5		2.34	4.09	2					8.46	
\$ 2,000 to \$ 3,000	23.67	27.51	10	23.00	9	2.25	1	35.66	17.91	7	28.12	13	\$ 4.49	2	9.74	12.16	5	18.21	5	\$.97	1	23.00
\$ 3,000 to \$ 4,000	44.05	46.78	17	50.61	19	17.01	7	46.47	43.09	15	40.11	16			21.10	26.42	11	35.84	13	1.68		37.49
\$ 4,000 to \$ 5,000	61.65	68.99	24	56.02	21	24.54	9	56.65	45.86	17	41.25	15	5.25	2	29.95	37.90	13	50.37	19			50.82
\$ 5,000 to \$ 6,000	65.97	72.06	25	62.38	22	12.84	6	64.88	67.62	25	56.07	19			34.51	46.45	17	47.14	17			54.68
\$ 6,000 to \$ 7,500	82.57	84.87	26	87.48	30	50.50	14	63.63	76.98	24	63.79	21			32.51	39.65	15	49.84	15			62.69
\$ 7,500 to \$10,000	82.46	82.10	30	98.63	31	29.49	9	52.50	52.53	19	89.94	29			41.55	61.10	20	34.20	10	16.18	3	64.79
\$10,000 and over	82.99	94.32	33	61.60	23	80.63	20	59.86	52.87	19	90.89	23			54.97	84.63	24	74.28	31			70.00
Radio Sets																						
Under \$1,000	.84	.97	3	1.11	4			1.69	1.94	8	1.47	6	1.16	4	.81	.91	4	.83	5	.58	3	1.03
\$ 1,000 to \$ 2,000	1.67	1.79	6	.87	4	1.81	8	2.64	2.78	9	2.39	7	2.51	8	2.83	2.90	11	1.10	4	3.62	12	2.31
\$ 2,000 to \$ 3,000	3.10	3.26	10	2.19	7	3.45	12	4.46	4.75	13	2.58	10	3.60	12	3.83	2.84	10	2.55	7	6.35	16	3.70
\$ 3,000 to \$ 4,000	2.56	3.36	9	1.96	6	1.20	5	4.19	3.83	10	3.81	8	6.82	19	3.62	3.46	11	.94	6	5.48	8	3.24
\$ 4,000 to \$ 5,000	2.93	2.45	8	3.80	12	4.15	11	3.08	2.63	7	2.42	9	6.57	13	3.14	2.35	11	5.87	8	3.11	9	3.03
\$ 5,000 to \$ 6,000	1.86	2.83	8	1.44	4	1.32	6	2.53	2.47	8	2.64	11	2.68	7	2.74	2.66	10	2.61	10	3.01	11	2.31
\$ 6,000 to \$ 7,500	3.72	4.11	14	2.32	7	5.76	14	5.25	6.12	12	3.92	10	4.04	16	4.19	4.81	11	1.65	7	6.55	17	4.16
\$ 7,500 to \$10,000	2.72	2.23	9	.69	3	12.51	18	6.58	5.22	13	2.94	7	18.76	20	7.10	2.83	8	5.40	16	15.34	18	4.73
\$10,000 and over	6.97	7.38	16	5.83	15	12.35	40	2.98	3.41	9	2.61	8			5.40	5.98	8	12.37	38	1.52	6	5.83
Vacuum Cleaners (upright)																						
Under \$1,000	.35	.27	..	1.00	2			.74	.54	1			1.50	2	.94	1.28	2	.11	2	.70	3	.66
\$ 1,000 to \$ 2,000	.67	.72	1			1.04	3	.75	.31	1	1.39	2	1.90	2	1.14	1.67	2			.65	2	.83
\$ 2,000 to \$ 3,000	2.18	2.75	4	1.01	1	.34	1	.54	.31	1	.82	1	1.28	2	2.28	2.25	3	3.35	4	1.80	3	1.77
\$ 3,000 to \$ 4,000	3.02	3.54	5	1.38	3	3.08	6	2.72	2.40	3	4.37	6	1.63	3	4.04	4.10	5	2.45	3	4.82	6	3.27
\$ 4,000 to \$ 5,000	3.41	3.26	5	4.68	6	1.34	2	3.18	2.83	4	3.48	4	4.53	4	5.08	4.78	6	5.67	6	5.35	5	3.88
\$ 5,000 to \$ 6,000	5.05	5.43	6	2.97	4	9.81	15	4.18	1.92	3	2.45	2	14.46	18	6.06	6.42	7	8.35	10	3.59	5	5.24
\$ 6,000 to \$ 7,500	3.22	3.32	5	3.34	4	2.18	3	2.98	2.19	3	4.35	7	3.73	5	6.56	3.03	6	6.05	9	16.36	14	4.26
\$ 7,500 to \$10,000	4.95	4.35	6	5.88	7	5.20	9	6.32	4.84	6	6.43	7	13.89	10	7.26	8.17	11	7.11	6	6.83	8	5.89
\$10,000 and over	6.98	5.59	10	8.39	10	10.30	13	5.79	2.84	3	6.08	8	36.04	33	9.22	5.51	6	18.08	15	11.36	10	7.49
Vacuum Cleaners (tank)																						
Under \$1,000	1.05	1.33	2			.97	2	.43			4.54	6			2.46	2.42	3	2.01	8	2.80	3	1.43
\$ 1,000 to \$ 2,000	.93	.44	..	3.14	4	1.32	2	.70	.89	1					2.38	2.02	3	2.82	4	2.89	5	1.14
\$ 2,000 to \$ 3,000	1.98	1.44	2	3.71	5	2.81	6	1.65	1.58	2	.83	1	2.70	3	2.37	2.88	5	1.67	2	1.73	4	2.00
\$ 3,000 to \$ 4,000	3.82	3.96	5	3.53	5	3.60	7	4.28	3.98	5	4.72	5	5.18	6	4.12	3.88	6	5.24	7	3.97	6	4.01
\$ 4,000 to \$ 5,000	5.16	5.64	7	4.97	7	2.34	4	6.32	5.72	8	9.60	11	4.05	5	6.73	5.83	7	10.51	15	6.26	8	5.88
\$ 5,000 to \$ 6,000	6.21	5.53	8	7.06	9	10.17	15	5.44	4.18	5	5.45	8	6.50	7	4.33	3.40	5	7.07	11	4.21	7	5.40
\$ 6,000 to \$ 7,500	6.57	6.50	9	7.35	9	4.42	6	7.89	9.45	12	8.10	14			9.11	7.79	10	14.14	15	8.70	10	7.65
\$ 7,500 to \$10,000	5.12	5.12	6	5.33	7	4.40	5	4.14	2.29	2	5.15	7	12.32	20	3.92	5.26	8	4.60	6	1.23	3	4.58
\$10,000 and over	6.38	3.88	6	6.92	8	19.32	20	3.83	1.56	3	10.30	8			5.73	8.02	10			4.51	6	5.76
Washing machines (automatic)																						
Under \$1,000	.32	.49	..					2.31	2.21	1			3.38	2	2.10	3.55	2	.43	2			1.45
\$ 1,000 to \$ 2,000	.19	1.27	1			.29	1	1.78	1.91	2	3.86	5	.50	1	3.58	2.53	3	11.42	7	1.45	3	1.67
\$ 2,000 to \$ 3,000	4.18	3.15	2	6.06	3	7.88	3	5.69	5.15	4	9.64	5	4.25	5	6.67	4.80	3	7.51	4	9.82	6	5.30
\$ 3,000 to \$ 4,000	9.84	10.00	6	7.47	4	11.54	7	16.39	14.41	7	27.67	13	9.46	4	11.51	15.57	7	4.75	4	6.98	4	11.68
\$ 4,000 to \$ 5,000	12.46	12.25	7	10.26	5	19.32	7	15.48	13.99	7	26.37	13	7.42	5	13.84	13.57	6	14.73	7	13.86	5	13.51
\$ 5,000 to \$ 6,000	16.56	14.06	6	23.19	9	15.88	6	28.48	21.71	10	54.85	21	16.05	11	21.78	17.64	8	37.32	14	18.69	6	20.72
\$ 6,000 to \$ 7,500	22.29	23.78	10	22.04	10	12.94	6	23.14	26.53	12	15.09	10	24.89	11	24.04	20.41	10	25.62	11	32.47	10	23.02
\$ 7,500 to \$10,000	27.43	26.08	12	25.38	9	42.18	18	31.80	30.17	12	32.05	14	40.00	10	34.71	26.97	10	41.36	19	41.72	18	30.40
\$10,000 and over	23.49	21.90	9	19.14	8	48.00	20	33.89	39.93	19	26.85	8			21.95	33.19	12	17.31	8	17.74	6	24.69
Washing machines (nonautomatic)																						
Under \$1,000	.85	.82	1			3.26	4	1.52			9.35	6	2.45	2	1.59	1.73	1			2.17	3	1.28
\$ 1,000 to \$ 2,000	2.16	2.54	3	1.19	1	1.19	2	2.20	2.14	2	2.90	2	2.09	2	1.96	2.53	4	2.38	3	.53	2	2.11
\$ 2,000 to \$ 3,000	6.47	5.85	6	9.66	10	5.68	5	4.85	5.06	5	5.39	4	3.43	3	6.55	6.32	6	6.65	8	6.94	9	6.06
\$ 3,000 to \$ 4,000	7.60	6.60	6	12.25	9	4.75	6	8.27	6.95	6	10.84	8	11.18	9	7.43	5.87	7	7.01	8	10.09	6	7.69
\$ 4,000 to \$ 5,000	8.66	9.34	8	5.31	4	12.11	10	8.06	6.46	5	14.41	12	5.99	4	11.08	8.67	8	12.35	9	15.43	13	9.28
\$ 5,000 to \$ 6,000	9.42	9.63	7	7.60	6	14.91	9	6.10	5.35	5	8.58	4	5.58	7	9.64	9.36	9	4.55	4	14.07	13	8.85
\$ 6,000 to \$ 7,500	5.10	6.38	5	4.06	3			7.15	6.55	6	11.68	12			8.92	10.51	9	7.80	4	5.58	5	6.99
\$ 7,500 to \$10,000	10.00	9.55	7	6.64	5	24.03	14	3.48	5.10	4					4.05	3.49	3			8.25	8	7.05
\$10,000 and over	5.87	9.73	7	.96	2			13.74	8.60	6	26.39	15			1.21	2.29	2					5.68
Refrigerators																						
Under \$1,000	2.79	4.14																				

How Much Do People Spend for Appliances-TV in YOUR Area

Just for refrigerators alone the amount varies from \$78.90 in Camden, Ark., to \$11.02 in Ogden, Utah, and from \$59.86 for southern families with \$10,000 incomes to \$2.79 for northerners with under-\$1,000 incomes

Here are the first published figures to tell you the average family expenditure for each of eight products in 91 different cities, the percent of families making purchases, and the amounts spent by families in various income brackets

THE average American family of today spends virtually every dollar earned. In fact, it often spends next year's earnings in advance. A modest portion of these expenditures goes for electrical appliances, radio and television.

Up until recently nobody knew how much. Now, through the cooperation of the United States Bureau of Labor Statistics and the University of Pennsylvania's Wharton School of Finance and Commerce, **ELECTRICAL MERCHANDISING** is publishing special tabulations on average 1950 annual family expenditures for refrigerators, freezers, both types of washers, upright and tank vacuum cleaners, and radio and television sets in 91 cities in the United States. In addition, figures on average spending on each of these products are broken down by various income classes for large cities, suburbs and small cities in three major divisions of the nation—North, South and West. These particular spending figures will not appear anywhere else until later this year.

These figures provide a clear picture of who spends how much for what and where. The figures, however, do not give the answer to "why" questions such as:

- Why did the average family in Providence, Rhode Island, spend \$81.54 on TV sets while the average family in Hartford, Connecticut, another New England city, spent only \$22.53?

- Why did the average family in New York spend only \$14.75 on refrigerators while the average family in Philadelphia, less than 100 miles away, spent more than double that amount?

Figures on average family spending on

specific products are benchmarks for any market researcher in the home appliance field. These data have been called "a gold mine" for researchers by Virgil D. Reed, vice-president and associate director of research of the J. Walter Thompson Co. They can be used as marketing tools in estimating the share of coverage a manufacturer, wholesale dealer or retailer has in each market, product by product. They may be used in comparisons of salesmen's performance, sales methods, and of advertising media—product by product and territory by territory.

What major conclusions may be drawn from the basic tables?

1. Total family expenditures for the eight selected items listed in the tables was highest in the North in 1950. It was lowest in the West but only because family purchases of TV sets were not too significant, dollarwise, in the smaller towns of the West. Actually Western families accounted for the highest spending on five of the eight products—both types of vacuum cleaners, both types of washing machines and freezers.

2. Average family expenditures on TV sets, automatic washers, both types of vacuum cleaners and freezers were higher generally in larger cities than in smaller towns. Opposed to this were the cases where family spending on radios, non-automatic washers, and refrigerators was higher in the smaller towns than in the bigger ones.

3. There is a fairly clear-cut relationship between income level and expenditures on appliances: the higher the income level, the higher the average family expenditure for appliances. This does not hold true in every case for every product, for every income class

or for every region, but a careful look at the figures points up this rather obvious conclusion.

4. The percentage of families with low incomes—under \$2,000—who reported purchasing new appliances in 1950 was small compared with the percentage reporting purchases in upper income classes—\$7,500 and above.

Here are some highlights of the figures:

Refrigerators

Average family spending on refrigerators in the urban United States in 1950 was \$28.74. It ran \$38.90 in cities in the South with population less than 50,000. It was only \$23.42 in northern cities with population of 50,000 and over.

Family expenditures on refrigerators was highest in Camden, Arkansas, where the average family unit spent close to \$79 for this type of consumer durable goods. In Garrett, Indiana, families spent an average of \$64.36 for refrigerators. At the other extreme, spending was lowest for this item in Grand Junction, Colorado, where it averaged only \$7.35. In Ogden, Utah, families spent only slightly more than \$11 per family for refrigerators.

Freezer Units

Average family expenditures on freezer units in the urban section of the country in 1950 was only \$2.55 per family. It is clear from these figures that relatively few freezers were sold in 1950. The average expenditure in western cities with population 50,000 and over was more than double the national average. But in the smaller towns of the South, freezer sales at mid-twentieth were negligible.

Highest average expenditure on freezers (\$14.42 per family) was made by Bloomington, Illinois, families. Families in Bakersfield, California, spent a little under \$12 on freezer units. In 1950, according to the survey, New Yorkers, Newark (N. J.) families, Youngstown and Canton, Ohio, families, Scranton (Pa.) and Evansville (Ind.) consumers as well as families in a score of other cities and towns all over the nation did not purchase any freezers at all.

Upright Vacuum Cleaners

The average urban family in the United States spent only \$2.79 in 1950 on upright vacuum cleaners. Western families in cities with population of 50,000 and over spent \$4.14, on the average. In the smaller towns of the North average family spending on this

(Text continued on page 165)

ON THE NEXT TWO PAGES—ADDITIONAL CHARTS—➔

CITIES IN THE NORTH

CITIES IN

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Charleston, S.C.
Jackson, Miss.

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THE SOUTH

CITIES IN THE WEST

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Average Family Appliance and Radio-TV Purchases by Income Groups in Nine Classes of Cities

Source: U.S. Department of Labor, Bureau of Labor Statistics.



CONTESTS, good pay, insurance, a profit sharing plan, and plenty of leads are among the devices used by Atlas Sewing Centers in . . .

Keeping Salesmen Happy



PROOF of Atlas' success in training salesmen is that firm has 27 stores like this, 12 of them opened in last year, 600 employees, \$5.5-million volume.

Only nine years old, the Atlas Sewing Centers in the southern United States can boast of 27 stores, a \$5.5 million volume and a growth made possible by well-trained salesmen who don't want to work for anyone else

WHEN a salesman joins one of the 27 Atlas Sewing Centers scattered throughout the South and Southwest, he becomes a trained specialist with a happy future.

Because he sells either vacuum cleaners or sewing machines by knocking on doors of prospects, a job which often finds personnel turnover high, Atlas has devised a program to give salesmen a chance to grow within the organization as well as benefits to keep turnover at a low level.

It's all part of a belief held by Leo and Herbert Kern, brothers who founded the firm which has its main office in Miami, Fla., and Ted Kaplan, vice president and general

manager, that salesmen are the important cog in an organization. Their satisfaction and adequate training are what lead to sales.

Salesman Shares in Profits

The profit-sharing plan is the salesman's top incentive. He can contribute up to \$5 weekly, with the company matching his contribution out of its profits. To assure the salesman's longevity, he gets only 10 percent of the firm share after one year should he decide to leave. Each year he can get an additional 10 percent until, after 10 years, he is entitled to the full amount. In addition, he receives a share of the plan's profits. At present, there is approximately \$100,000

How Atlas Trains A Salesman



WHEN a new man (left) gets through Atlas' exhaustive interviews and joins the staff he learns firm's history and policies, then spends two weeks studying the history and operation of either sewing machines or cleaners.



THIRD WEEK of a new man's training is spent learning to operate and make simple repairs on the Brother sewing machine which Atlas sells. He also learns about competitive machines. A vacuum cleaner salesman's routine is similar.



LAST THREE WEEKS of a sewing machine salesman's training includes outside calls with an experienced salesman, observation of sales tactics in the store. During his training he is paid \$50 a week, plus 10 percent commissions.

in the fund, \$37,500 of which was contributed by employees, the rest by the firm and plan profits.

The fund is administered by a nine-man advisory board. Employees elect five members, the corporation appoints the others. The firm also names a trustee to carry out the board's wishes. Employee contributions can only be invested in cash, U. S. government bonds or other securities approved by the state of Florida. Atlas contributions may be invested as the board sees fit.

Statement Issued Yearly

Once a year a statement is issued showing employee contributions, Atlas contributions, employees' proportionate share of the plan's profits and the total of these amounts. Quarterly reports also are issued.

Hospitalization insurance provides salesmen with another incentive. The insurance is optional, but if taken out, the firm pays half the cost.

A monthly publication is considered an incentive since employees are kept posted on company activity, especially important in a period of growth. The firm believes that by knowledge of the organization's growth and promotions within it, employees are more aware of the opportunities to make more money in better positions.

Nearly 100 Win Promotions

During the nine years of the firm's operation, nearly 100 men have been promoted

to such positions as store manager, assistant manager and salesman supervisor. All advancements have been reported in the publication and serve to add to the man's pride in his promotion as well as a spark to others to try for their own promotions, Kaplen stresses.

The general manager also believes that frequent contests are a spur to extra efforts which not only bring additional commissions, but provide cash and other prizes.

"The men are kept on their toes this way. No salesman likes to have another outdo him. It's a matter of pride, for one thing, and the prizes add to the glory and profits," he says.

Atlas secures salesman applicants primarily through newspaper advertising. Present salesmen also help out by recommending persons they believe Atlas can use.

Lengthy Interview First Step

Once he applies to any one of the 27 stores, the applicant gets an interview lasting from one to four hours with the store manager. Primarily, the manager wants to know a man's background, schooling and interest in selling. Above all, his references from previous jobs must be checked. Why did he leave these jobs and why does he want to work for Atlas? If he has a tendency not to be patient or becomes irritable easily, Atlas does not want him. As Kaplen points out, it sometimes takes a good bit of patience to explain and demonstrate the firm's

products and some prospective customers don't like to be hurried. He must have an interest in the job and want to learn all he can about the product he will sell.

Once hired, the new man spends his first day learning the firm's background, how it operates and its organizational structure. After this, he spends the next two weeks studying manuals on sewing machine or vacuum cleaner operations and the history of these businesses. Since he will sell only one of these items, he does not try to learn about both. The store manager hires a man to sell whichever item he feels, on the basis of the interview, he can sell best. Usually this is determined by asking the man what he knows about each product, either from personal use or previous selling experience. If he knows nothing about either item, the manager will determine which he will sell, based on the store's needs. Kaplen believes a man can be more proficient and more sales conscious about one item.

70 Hours With Training Manuals

After about 70 hours with the manuals, the trainee is ready to handle the machine. The man who will sell sewing machines spends the next week, his third with the firm, operating the Brothers machine, a Japanese-made item sold by Atlas. He learns the intricate parts in the service department and how it is put together. He learns how to sew, too, so he can properly demonstrate it. The various tricks to sewing are also

(Continued on page 174)



Hotpoint 9-foot Modular Kitchen with high oven.

they're here! Dramatic

new Hotpoint modular kitchens

**THE APPLIANCES OF THE FUTURE
TO HELP SELL MORE KITCHENS TODAY!**



Choice of LEFT-HAND or RIGHT-HAND MODELS

Available with cooking center at left or right end of unit at no extra cost. Provides greater planning freedom, enables you to reverse arrangement.



**9 FEET OF GLEAMING
PUSHBUTTON LUXURY—**

- ★ DeLuxe Super Oven with Rota-Grill Rotisserie.
- ★ 4 Calrod® Surface Cooking Units, including raisable automatic unit under deep-well cooker.
- ★ Automatically-controlled Plug-In Griddle.
- ★ DeLuxe pushbutton Dishwasher.
- ★ Disposall® Food Waste Disposer (optional).
- ★ Seamless, stainless steel counter-top and sink with Wonderflo single-control faucet.
- ★ Pushbutton controls and appliance outlets.
- ★ Roomy storage cabinets and drawers.





**WITH
HOMEMAKERS
IT'S LOVE
AT FIRST SIGHT**



Hotpoint 7-foot Modular Kitchen with under counter oven.

Hotpoint 7-foot Modular Kitchen with separate wall oven.



IN ONE COMPACT UNIT—A COMPLETE MEAL PREPARATION and CLEAN-UP CENTER

Women lose their hearts to the exciting new Hotpoint Modular Kitchens when they see the handsome combination of colored appliances and gleaming stainless steel countertop.

Here, in one luxurious unit, are the new and exclusive Hotpoint features on which they have been pre-sold by Hotpoint's intensive national advertising. The touch of a button, the turn of a dial, and the Hotpoint Modular Kitchen takes over their meal preparation and clean-up chores—*automatically!* It's the newest development in today's kitchens—and the easiest way for you to pack *maximum* sales into *minimum* space.

Now you can sell a *complete* installation for even the most compact kitchens. Planning and estimating are simplified, and, best of all, Hotpoint Modular Kitchens are designed for fast, economical installation with normal skills and standard materials.

Hotpoint Modular Kitchens are easy to display, easy to install, easy to *sell!* And they're available in 5 beautiful Colortones—Sunburst Yellow, Coral Pink, Meadow Green, Woodland Brown, and Seafoam Blue.

Be the first in your community to capitalize on this great new selling feature. Contact your Hotpoint Distributor for complete details—today!

Look to Hotpoint for the finest...first!

RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • CUSTOMLINE • TELEVISION
HOTPOINT CO. (A Division of General Electric Company) 5600 Taylor Street, Chicago 44, Illinois



An occasional helping hand for a carpenter is as far as the personnel of Kitchen Interiors in Oklahoma City will go in installing kitchens. Instead, the three owners of the firm subcontract everything because they believe . . .

SELLING Kitchens is a Full Time Job



POST-INSTALLATION CALLS on owners of new kitchens are routine. These usually develop into a series of calls until Young feels free to drop in "just for a chat" and to learn if the customer has any new leads for the firm.

THREE young people are the entire payroll of a small but busy remodeling firm in Oklahoma City. Called Kitchen Interiors, the firm bases its growing success on two basic points: (1) have the "know how" and (2) subcontract everything until you are big enough to support fulltime labor.

All three have the "know how". Both Bob Young and Don Wilson were formerly with Oklahoma Electrical Supply, a local distributor. They sold appliances at retail and have worked with kitchens. The third member, Jo Ann Gilliam, is a graduate home economist and has worked for both utilities and distributors. All three know their business.

Kitchen Interiors is a tight, smooth running business. Location is of little importance in the remodeling field, says Young, so they located in the northern suburbs of the city. They carry this over to their labor. They subcontract all labor—carpentry, electrical and plumbing. They add on about 10 percent to the subcontractors's fee and work up from their cost on merchandise and appliances. Most jobs are cash, being paid when job is done.

The high aim of Kitchen Interiors is to "give individual kitchens which will coin-

cide with the desires and practical aspects of the housewife." In simpler terms, they try to produce good looking kitchens that work.

To do this, they use many sources for leads. Direct mail is used, with a possible house organ in the works for monthly mailing. Referrals from contractors, architects and customers are the mainstays. Five radio spots are used daily. Dodge reports are employed and some local newspaper space is used when co-op money is available.

Kitchen Interiors is "owned" by no one manufacturer or line. They supply any brand of appliance or cabinets that the customer desires. But they do have a working preference. Cabinets show Mutchler tops in wood and Geneva in steel. Others carried are Youngstown, General Electric, Republic, Hotpoint and Westinghouse. In ranges, they use Roper for gas built-ins, Thermador for electric and Tappan for both. Refrigerators are confined to Revco and the G-E wall hung unit.

Basically, the firm sticks to remodeling over new construction. They figure housing starts will slow in the near future and that remodeling is an untapped field. With the growth of built-ins, they point out, a kitchen

REGULAR CALLS on contractors and builders pay off in many ways. From these sources partner Bob Young may land jobs for remodeling as well as secure referrals for jobs on the market. Advice on kitchen problems given to architects and contractors often pays off in future business.





FIRST STEP in new sale is home call in which Young checks remodeling job and also qualifies the customer as to her wants, what she expects to pay and what she can afford.



NEXT STEP is an appointment to visit store and inspect lines displayed there. Partner Don Wilson explains feature of a Revco built-in refrigerator to a customer who is interested in a remodeling job.

that used to run from \$100 to \$1500 now brings this much on built-in appliances alone.

Volume is not tremendous at the Oklahoma firm. They aim to do two kitchens a week, plus "extras." Average jobs now run from \$2000 to \$2400. One has run as high as \$14,000, but that is the exception.

Passing along words of wisdom to an appliance dealer can be a dangerous thing. But Bob Young, who works hard to produce quality kitchens, sums it up like this: To go into the kitchen business, an appliance dealer should set up a new division. And one man should handle this alone. You can't sell on the floor and do kitchen work. Find a good electrician, plumber and carpenter. Let them handle your installations.

End



A FINISHED KITCHEN in a home is the next step in selling. It's not necessary for owner to be present, says Young, since a good kitchen will sell itself.



AT THIS POINT a set of working drawings are made up by the third member of the firm, Jo Ann Gilliam, a graduate home economist. Such plans are retained by the store, not given to the customer.



BIG SALES CALL comes when plans are shown to husband and wife and Wilson attempts to close sale. Contract, usually asking for 1/3 down, is signed. Firm asks payment of 90 percent when materials are ready.

SELL *1* FASTER WITH *more and*

**CASH IN
ON THE ACCEPTANCE
of the Toastmaster name**

**BOOST SALES AND PROFITS
with this New Pre-Sold
Full-Margin Line**



MODEL 1B16
Powermatic 2-Slice
Toaster \$27.50 retail

MODEL 1C4
Powermatic 3-Slice
Toaster \$39.50 retail



MODEL 8B1
Fry Pan-12"
\$24.95 retail

MODEL 8A1
Fry Pan-11"
\$19.95 retail

DOMED COVER FOR MODEL
8B1-A2 \$4.00 retail
8A1-A2 \$3.00 retail

The enthusiastic response of distributors and retailers to the announcement of Toastmaster's six new appliances proves once again the value and acceptance of this famous-for-quality brand.

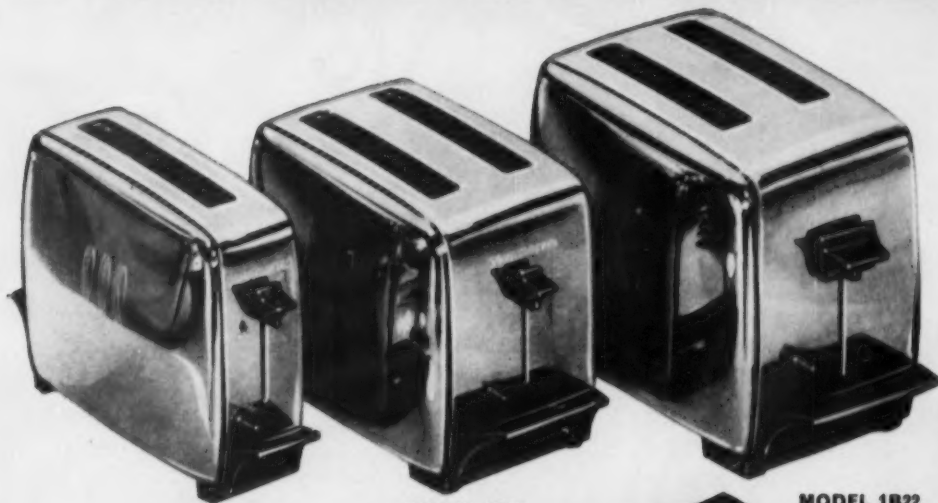
And now this value and acceptance is yours in a *full* line of Toastmaster products—with all the added profit that a full line gives.

Every appliance in the full line that you see here also gives you full profit margins.

And so your opportunities for sales and profits are larger than they ever were before on the famous Toastmaster line.

To cash in on these opportunities in the largest way possible, order *early* and be assured of *preferred delivery*.

TOASTMASTER



MODEL 1A6
Automatic Toaster
\$15.95 retail

MODEL 1B21
Automatic Toaster
\$19.95 retail

MODEL 1B22
Automatic Toaster
\$23.00 retail



MODEL 2D2
Automatic Waffle Baker
\$21.95 retail



MODEL 4B1
Automatic Steam and
Dry Iron \$15.95 retail



MODEL 4A2
Automatic Iron
\$12.95 retail



MODEL 2D3
Automatic Grill and
Waffle Baker \$32.50 retail

TOASTMASTER
on NBC **TV**

coast to coast
and border to border
with these three star selling
personalities!



DAVE GARROWAY
Star of the NBC-TV
"TODAY" program
7 to 9 AM
New York Time



ARLENE FRANCIS
Star of the NBC-TV
"HOME" Show
11 to 12 Noon
New York Time

STEVE ALLEN—Star of
the NBC-TV "TONIGHT"
Show—11 to 1 AM
New York Time



PLUS Big-space national advertising
... 31 ads in 9 leading magazines!

TOASTMASTER *Automatic Appliances*

"TOASTMASTER" is a registered trademark of McGraw Electric Company, Elgin, Illinois ©1956

CALL YOUR DISTRIBUTOR NOW—GET PREFERRED DELIVERY!

Consumer Electronics: a \$2.2 Billion Industry

(Continued)

however, to isolate the two. It has become particularly difficult to do so now that packaged hi-fi players have come on the market in quantity. Also contributing to the difficulty is a dearth of reliable statistics. Responding to a long-voiced need, RETMA has begun issuing monthly reports on phonoproduction. The reports issued for publication, however, do not segregate hi-fi merchandise but instead report on only three categories: record player attachments, phonographs, and combination units.

(RETMA is also compiling these statistics on the basis of price levels but such figures are not released for publication. Even if they were available, it would be necessary to equate price with hi-fi to come up with any estimate of hi-fi volume.)

Preliminary RETMA figures for the first five months of the year indicate that unit volume should be at least as good as last year. Slightly over three million units were sold last year and in five months of this year about a million have been produced. Considering the highly seasonal nature of the industry it seems likely that the three million figure of 1955 will be equalled or surpassed. That's what V-M Corporation president Victor Miller told a press conference in July, at least.

From the very beginning of "popular" hi-fi there has been considerable confusion and resentment among components manufacturers and those firms who sell completely packaged sets. This feeling has not diminished to any great extent although it's generally felt that there is a specific market for each of these products and each market is best served by a particular approach to it. Thus packaged merchandise isn't likely to satisfy a sound hobbyist and components are very apt to be too much for the average person who wants simply "good music".

Estimates of volume from components is even harder to arrive at than is information on sales of packaged hi-fi sets. In April, *High Fidelity* magazine estimated annual volume at \$35 million. During the Music Show several firms pegged the figure at \$50 million. That was the level used by Edward Altshuler of American Electronics in July when he told a California meeting that business would multiply ten-fold in the next five years and reach the half billion dollar level in 1961.

There are few really good projections on future sales of packaged phonos and hi-fi sets. This is probably largely due to the fact that there are few good statistics on which to base a projection. One of the industry's leading statisticians feels that about \$250 million worth of phonos, hi-fi sets and tape recorders will be sold this year. Others would put the phono figure alone at this level.

However, no one doubts the inherent growth potential. The conservative statis-

tician mentioned above, for example, thinks that sales in this category will increase by \$5 million a year (at factory prices). The optimists who peg today's sales so high would certainly argue that such increases are too moderate.

There's another way of getting at potential and that is by asking a consumer sample how many are interested in a phonograph and then projecting the figures. One firm has done that and on that basis feels phono business could increase 30 percent in the next three years. Making allowances for new family formation the actual increase in unit sales in the period would be 48 percent.

There is plenty of room for growth. There are no reliable saturation statistics but consumer surveys indicate that between 50 and 60 percent of households own phonographs. Some of these are in need of repairs and some are quite old. Relatively few are hi-fi units. A consumer survey showed that 15 percent of owners said their equipment was high fidelity. Since this is based on the owner's evaluation of the set the figure is probably somewhat high.

One other indication that the market is not as broad as it could be is the fact that 80 percent of records sold are said to be purchased by 20 percent of phonograph owners.

Hi-fi phonos are attracting most of this industry's attention right now and the potential here appears to be almost unlimited. Recent consumer surveys indicate that the public is now aware of what hi-fi means and, having heard a hi-fi set, likes it. In one such survey 8 out of 10 indicated a knowledge of what hi-fi is and, of those who had heard hi-fi, 9 out of 10 liked it.

Figures like this explain the tremendous optimism which reigns today in the hi-fi field. It's hard to pin down the size of the industry today and the magnitude of the growth ahead of it. But there's one thing everyone is sure of—hi-fi will keep growing.

TAPE RECORDERS

The future for tape recorders today looks even better than it did six months ago.

The industry is a young one and a long period of growth is clearly in store for it. The growth potential has been emphasized in recent months, however, by the sudden appearance of stereophonic tapes.

A good appraisal of the recorder's future was provided in April by Donald S. Parris of the Business and Defense Services Administration in the U. S. Department of Commerce. He told a parts jobbers group that:

"Tape recorders have for sometime been a very popular item. We expect that the sales trend will be upward to an increasing degree now that prerecorded tapes are becoming more generally available. We do not expect that such tapes will replace the long-playing record in the foreseeable future, but we do feel that they will stimulate the sale of tape recorders, or tape playback equipment, at least insofar as the connoisseur is concerned. In addition to the conventional prerecorded tapes, there are now being made available twin channel tapes for stereophonic reproduction. Tape has proved to be the most practical means of accomplishing stereo-

phonic reproduction up to the present time, and the availability of such tapes should result in increased sales of stereophonic playback equipment."

During this summer's Music Show both RCA and V-M Corporation featured stereo equipment. Spokesmen for the latter said they felt certain that the catalogue of stereotape would be expanded drastically in the months ahead.

In his statement Parris touches on an argument which is growing livelier as each month passes. That is the ultimate division of the recorded music field between tapes and records. There are those on each side of the argument who are sure that their medium will prevail. There are others who have a stake in both fields who say honestly that no answer can be given such a question now. One firm which markets both phonos and tapes said last month that "we're in the position to take care of either kind or both types of business but no one can say at this point whether tape will ever replace records."

The binaural reproduction of music and the longevity of tapes (compared to records) are two powerful arguments on the side of tape. But the cost of tape and the tremendous investment the public is making in records and record-playing equipment make it extremely doubtful that tape will displace records in the near future. More and more authorities seem to be coming to the conclusion that there is an adequate market for each type of equipment and that each can continue to show healthy gains for years to come.

Tape recorder statistics are even harder to come by than those in the phonograph field. And recorder statistics must be evaluated before being used. A portion of the industry's production, for example, is used in professional and commercial channels. Victor Miller, president of V-M Corporation says that 300,000 home recorders were sold last year and that this figure should reach 400,000 in 1956.

One firm not yet in the field has done some market research on the problem and finds that three percent of those interviewed definitely plan to buy a unit within two years and that nine percent may buy one in that period. If those with definite intentions do make such a purchase and if 10 percent of those who "may" buy one actually do, sales of 900,000 to a million units is indicated for 1957-58.

Such projection may be open to question (based as they are on limited sampling) but current volume in the tape recorder field indicates that impressive gains may be expected in this field which is just opening up to really large-scale operations.

This, then, is a birds-eye view of consumer electronics.

It provides ample proof that the whole can be bigger than the sum of all its parts.

That's so simply because a grasp of the entire field of consumer electronics gives you a better perspective of each of the industries which go to make it up. No single product stands alone in such an examination and because of this each individual product takes on additional importance.

That's the true significance of "consumer electronics". End



satisfied customers have ready-made audiences!



Packard Electric Division
General Motors, Warren, Ohio

Here's a man who is really happy about his new oil furnace . . . an enthusiastic booster who can hardly wait to tell about it. Chances are that a Packard Electric motor has a lot to do with his satisfaction . . . for Packard motors deliver quiet, dependable, long-lasting performance that's bound to please.

For more than 39 years, Packard Electric craftsmen have been building fractional horsepower motors that lead to one customer telling another. Packard builds a lot of satisfaction into every motor . . . and there's nothing better than a satisfied customer to boost both reputation and sales.

*From CHROMALOX...more sales appeal
for 1957 electric ranges...new*
MICROTUBE SURFACE

*Banish cooking's
messiest chore*

*Put new eye appeal
on the range top*

*Heat faster, respond instantly
to every switch turn*

Here is the simplest, most advanced surface cooking unit of them all. Designed for the easy-living convenience so important in modern appliances, new slim, trim Chromalox Microtubes will be a standout feature of '57 electric ranges.

NEW, EASY CLEANING

New Chromalox Microtube units are readily detached, without tools, without dismantling the range top. The new Chrome trim ring snaps out for easy sudsing and thorough cleaning of the range top.

NEW COLOR

For the first time anywhere, there's a touch of decorator color on surface units. Range manufacturers will have individualized center medallions to carry through their newest color designs.

Use this
dramatic
demonstration
right in
your own
show room!



UP—Microtubes lift freely at the touch of a finger for clear access to reflector pan and trim ring. Reflector pan slips out easily for washing.



DOWN—Microtube heating coil readily detaches from trim ring, drops down out of the way.



Edwin L. Wiegand Company

7525 Thomas Boulevard, Pittsburgh 8, Pennsylvania

than ever slim, trim UNITS

NEW PERFORMANCE

Slim, trim Microtube surface units with 30% less mass to heat and cool, bring an entirely new dimension to the latest heat controls. With no "heat hangover," seconds-fast heat-up, and precision response, all types of controlling devices can really do a job of providing exact cooking temperatures.

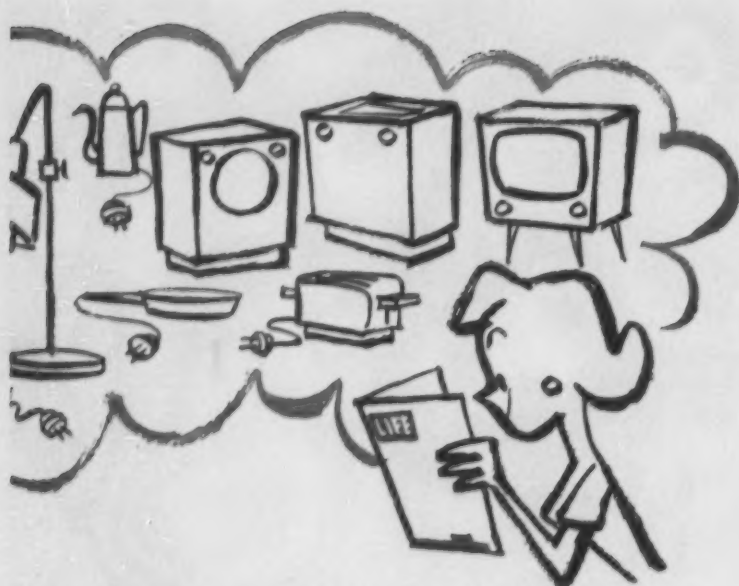
Simplicity, speed, saleability. They're all in the New Chromalox Microtube surface unit. And they come from Edwin L. Wiegand Company, world's largest manufacturer of Electric Heating Equipment. They'll be on the newest, fastest-selling lines of 1957 electric ranges and built-ins.

U-911



OFF—Chrome trim ring snaps out for cleaning the area around the opening and snaps back in.





"Advertised-in-LIFE" gives a live-wire lift to your sales

And it does so every week

Women want the products they see advertised in LIFE. Men want 'em too. And LIFE carries more electrical appliance advertising than any other magazine.

So it figures. When LIFE reaches 3 out of 5 households in the average community in the course of 13 issues . . . you profit from this powerful local impact by displaying the "Advertised-in-LIFE" symbol regularly.

You'll find it works wonders every week.

These best-selling brands will be advertised in LIFE during September

September 3rd

Burroughs Adding Machines—
1/2 page, color
Empire Kitchen Utensils—70 lines
General Electric Television—
spread, color

September 10th

Crosley Television—spread, color
Electric Companies Advertising
Program—page, color
General Electric Ranges—spread
and 1/4 page
General Electric Washers—
3 pages, color
Hotpoint Laundry Promotion—
10 pages
IBM Typewriters—page, color
Lewyt Vacuum Cleaners—page, c.
Master Wax-O-Matic—56 lines
NBC Color Television Program—
spread, color
Norge Washers—spread
RCA Victor Radio and Phono-
graph Division—1/2 page
Singer Sewing Machines—spread, c.
Sunbeam Shavers—spread, color
Sylvania Bulbs—page, color

September 17th

American Gas Association—page, c.
Bendix Division of Avco—spread
Burgess Sprayers—42 lines

Eureka Vacuum Cleaners—

spread, color
Frigidaire Laundry Equipment—
spread, color
General Electric Dishwashers—
page, color
General Electric Radios—page, c.
General Electric Skillets—page, c.
General Electric Tubes—page, color
Hotpoint Television—spread, color
and spread
Maytag Washers—spread
NBC Color Television Program—
spread, color
Presto Cookers—1/4 page, color
RCA Victor Records—1/2 page
RCA Victor Television—page, color
Regina Floor Polishers—page, color
Schick Shavers—spread, color
Westinghouse Lamps—page
Westinghouse Laundries—spread, c.

September 24th

Coleman Heating & Air Conditioning
—1/2 page
Crosley Television—page, color
Hotpoint Division of General
Electric—page, color
NBC Color Television Program—
spread, color
RCA Victor Phonographs—spread, c.
Royal Electric Typewriters—page, c.
Schick Shavers—spread, color
Toro Power Mowers—1/4 page

(Due to last-minute changes, some items may be omitted.)

LIFE's circulation is 5,714,720

LIFE's weekly audience is 26,450,000

Sources: For Audience: *A Study of the Household Accumulative Audience of LIFE*. For Circulation: ABC Publisher's Interim Statement, first quarter, 1956.

How to Display and Demonstrate

CONTINUED FROM PAGE 88

turers have prepared elaborate invitations which you can use, but their effectiveness more than doubles if you follow them with a 'phone call the day before the demonstration. It helps the prospect remember the invitation, it makes the invitation seem more important because you considered it important enough to warrant a personal call, and it gives you an idea of the number of people who will be at the demonstration. (Gives you a chance, too, to tap a new list through 'phone calls if the initial response is not going to be large enough.)

Demonstrate to Captive Audiences

If you were one of the first dealers getting into color TV selling, you saw in the literature from your manufacturer that you should "organize 'special group' demonstrations . . . civic, religious and social groups often have open nights and will welcome a planned program. Many groups have a special interest in color TV. When there's a big musical being colorcast, invite members of a dance studio, drama club or actors' guild to a private color TV party . . . etc.

Certainly you are not limited to your old customers and to those who respond to your advertising when you want a group to see your colorsets in action. Successful demonstrations for hundreds of special groups were held by dealers last season. And, while this type of demonstration will be the first to peter out as more and more of the members are exposed to color TV on their own, the idea warrants consideration for at least a few months—particularly in those areas where it was not possible last season to hold demonstrations for the evening meetings of special groups

because of the lack of programs.

Because many examples of successful demonstrations to special groups are described elsewhere in this issue, and in **ELECTRICAL MERCHANDISING** in previous issues, only a few will be mentioned here to show variety. This writer talked with dealers who had:

1. Put a color set in that luncheon room of a local hotel which was used each week by the Rotary, Kiwanis, Optimists and Lions for their meetings. In that area, the network "Matinee" program was on the air from noon to 1 pm. So much discussion resulted that the hotel purchased the set.

2. Put a color set in both the officers' and "non-com's" clubs at a nearby naval base at the time of the Army-Navy game.

3. Operated a color set in his appliance-TV display at a county fair, using a color generator to keep the screen in full color when there was no programming available. Many prospects from the outlying areas came into the dealer's store, sometimes many weeks later, to ask to see a program on the set they had seen at the fair.

4. Invited every professional nursery school in the area to bring its charges to the showing of "Peter Pan." The dealer figured correctly that the information would go home on notes pinned to the children and that he would get their mothers to bring them in for the showing (5:30 to 7 pm in his zone).

But these events take planning, and much of the results are long range. Sometimes even the best ideas don't work. One dealer had the bright idea of inviting every Little League baseball player in his community—about 100 in all—to bring his Dad to see a World

(Continued on page 124)



PERFORMANCE REPORT ON AMERICA'S BEST SELLING TRUCKS:



**"OUR CHEVROLET...
HAS CONSISTENTLY CLOCKED UP
THE LOWEST COST PER MILE!"**



... says Mr. Carl O. Hagstrom, General Manager, General Appliance Co., San Francisco, California — a typical user of Chevrolet light-duty trucks.

"We have used numerous makes of trucks . . . but one factor which strongly influenced us in adding Chevrolets to our fleet this year was our records of operating and maintenance costs. Our Chevrolet product has consistently clocked up the lowest cost per mile. "We have satisfactorily run a Chevrolet truck for as much as 90,000 miles with just normal maintenance and care. The treatment accorded us by Chevrolet

dealers has been outstanding . . . both in offering fair prices and in giving fine maintenance service."

Everywhere in America today, you'll find Chevrolet truck owners echoing Mr. Hagstrom's words . . . saying, in effect, "Chevy puts more money in my pocket!" These great-performing trucks, the sales leaders since '37, now boast the biggest, happiest family of owners to be found anywhere. Why not see your Chevrolet dealer and join 'em soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Modern features make new Chevrolet trucks the Performance Champs of the Lightweight Class!

New high-powered V8's—with efficient, short-stroke design and modern components!

Extra high-compression 6's—the world's most popular truck engines—by far!

Easy-wheeling Ball-Gear Steering—for fleet, agile maneuvering, less work at the wheel!

Modern Panoramic Windshield, Concealed Safety Steps . . . and many, many more!



**NEW CHEVROLET
TASK-FORCE TRUCKS**

Anything less is an old-fashioned truck!

Open this.

See why you should go all the way
with Motorola[®] TV for '57...

...the TV that really tunes itself

...exclusive "Transituner" remote control,
TV's most dramatic demonstration

...Right-up-Front controls...much copied
...never equalled

Your Motorola distributor will help you custom tailor this all-
inclusive line to your market, to assure you the quickest
turnover, greatest sales and profits!

 **MOTOROLA**
World's Largest Exclusive Electronics Manufacturer

MOTOROLA

all the way



A TV

**MOTOROLA TV for '57 sets dramatic
new trends in**

Styling

and quality performance features



Traditional leader in years-long, trouble-free TV performance, and always foremost in extra-enjoyment television features, Motorola, more than ever, is first in distinctive new styling. No matter its motif, any room setting will be complemented beautifully by a new Motorola TV. Here is distinguished cabinetry to meet the most discriminating of tastes. The contemporary flavor is inherent in numerous models, each possessing the clean, simple lines and functional design of today's finest furnishings. Ever popular, the traditional "look" takes on added significance as interpreted by skilled Motorola craftsmen. (Even such classic styles as timeless French Provincial are included in this inspired array of cabinetry design.)



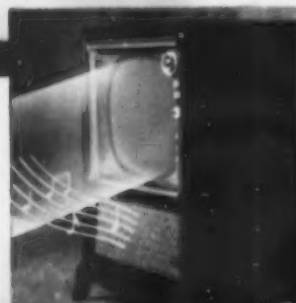
Console



Consolette



Table Model

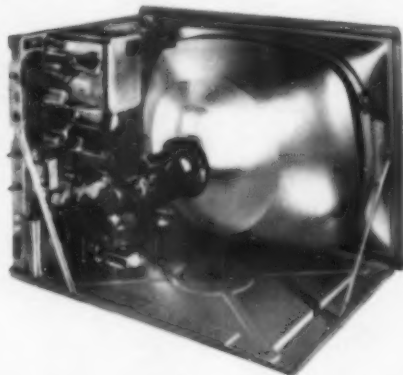


EXCLUSIVE SOUND-UP/GLARE-DOWN DESIGN—Motorola Sound-Up design directs audio upwards, towards the ears of the viewer. In the Glare-Down principle, both picture tube and Eye-Shade Filter are tilted slightly downward, deflecting excess glare away from eyes.



**NEW HEAVY-MAGNET ALNICO 5
SPEAKERS GIVE HI-FI SOUND!**

Full-throated Golden Voice speakers, with Alnico 5 "heart", accompany TV picture with perfectly balanced, true-fidelity sound.



**DYNAMIC '57 MOTOROLA POWER
CHASSIS IN EVERY TV MODEL!**

Here's the "dynamo" that's the most efficient, most powerful of them all! Potent transformer and improved High Voltage regulation give maximum power behind picture beam for fine-line accuracy. Gated AGC holds picture "rock-steady"; Full 40 mc. performance, signal-sealed circuits! Built-in UHF-VHF all-channel antenna.

**exclusive
MOTOROLA wireless**

Transituner!

completely wireless...yet tunes

every channel perfectly 25 ft. away!

It's wireless! It's transistor-powered! It's the new Motorola Transituner remote control! Now . . . no need to leave your easy chair to switch TV channels. A mere tap of the Transituner pushbutton automatically changes channels . . . picture and sound automatically fine-tuned! (Optional accessory for all Motorola Automatic Model consoles.)

*New budget-priced
Station-Master
remote control
also available.*



new from
MOTOROLA
America's First
Pushbutton

Self-Tuning TV

Never before has there been TV such as this . . . TV that *really* tunes itself! Now, with Motorola (and *only* with Motorola), there's no more fumbling and fiddling with dials, attempting to get a sharp, crisp TV picture! A mere tap of the Station Selector Button and Motorola TV changes channels automatically . . . brings them in photo-perfect—always fine-tuned!

When your new Motorola TV is installed, your serviceman fine-tunes each channel to precisely the picture you prefer, locks it in permanently! Thereafter, when you want channels changed, a tap of the Button does it for you. Operating in absolute silence, self-tuning Motorola TV blanks out picture and sound. No flips, flops or flashes, no chatter or clatter!



just tap a
button to change
channels instantly
(TV fine-tunes itself!)

Tap Automatic Station Selector Button
 . . . TV changes to next channel.
 To change to high channel number,
 simply depress Button a split-second
 until desired channel is reached.

just tap a button
— set turns on or off!

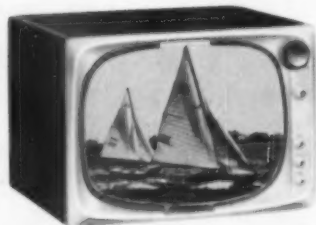
Want to bring in picture and sound?
 A mere flick of the On-Off Pushbutton does it!
 Touch it again and Motorola TV
 is turned off.

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17T2

TV,
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...and now at new
budget saving prices
**TWO FINE NEW
TABLE MODELS**



Lowest-price full-size TV (150 sq. in. picture viewing area). Lifetime PLACir chassis . . . Right-Up-Front controls . . . pre-set Zero-In Tuner. 90" picture tube with Magic Margin Frame. Colors: Charcoal, 17T27CH.



TV, in festive new *House and Garden* colors, to fit any decor! Has features of above table model *plus* Aluminar Picture Tube, restful Eye-Shade Filter. Colors: Mocha, 17T28-1; Flame, 17T28-2; Maple Sugar, 17T28-3.

MOTOROLA TV

for 'fifty seven

TRADE-IN GUIDE

MOTOROLA TV MODEL _____

MANUFACTURER'S
SUGGESTED
LIST PRICE \$ _____

LESS TRADE-IN
ALLOWANCE
ON YOUR OLD TV \$ _____

**YOUR
DOLLAR-SAVING PRICE \$ _____**

CONVENIENT BUDGET TERMS

...as low as

\$ _____ \$ _____
Down A Week

Form No. 2651

Printed in U. S. A.

dramatic new

MOTOROLA
TV for '57



*first tv that
really tunes itself*



**GIANT SCREEN TABLE MODEL
AT A BUDGET-SAVING PRICE**

Biggest screen size of all Motorola TV (full 33 1/2 sq. in. picture viewing area)! Yet, this deluxe pushbutton model is priced surprisingly low. Not only finest picture, but vibrant, true-fidelity sound is yours with this set. New Sound Signal Filter assures superior sound uniformity. Convenient Right-Up-Front controls. Colors: Sun Glow Mahogany and Golden Oak. 24T5.

**DELUXE TABLE MODEL WITH
HANDY ON-OFF PUSHBUTTON**

Choose from cabinet finishes that are smartly practical . . . as is the new On-Off Pushbutton. This is deluxe TV as only Motorola can engineer it. Glittering gold-finish front trim highlighted by most logically-placed tuning controls yet . . . Right-Up-Front tuning. Full 263 sq. in. picture viewing area. Dawn Mahogany or Swedish Oak finishes. 21T36.



**MODERN SELF-TUNING TV IN
MODERN-STYLED TABLE MODEL**

Precision-designed, this unique set is Table Model TV at its very best! Magnificent Motorola electronic innovations include Super-Automatic 5-Star Power Chassis . . . pre-set Zero-In Self-Tuner. Full 263 sq. in. picture viewing area. In Sienna Mahogany and Blond Oak finishes. A21T35. Also available in conventional tuning model. . . 21T35.

**SUPERB TABLE MODEL TV
WITH NEW ZERO-IN TUNER**

Studded with years-ahead features, this sleekly-designed set flatters any setting. Motorola Zero-In Tuner makes use of fine tuning knob virtually unnecessary! New Audio power with Sound Signal Filter; Right-Up-Front controls for easy tuning. *Full 26 3/4 sq. in. picture viewing area.* Finishes in Sienna Mahogany and Blond Oak. 21T34.



**FINEST ECONOMY MODEL
TABLE TV WITH TOP FEATURES**

This budget-priced set is designed so compactly it'll fit in anywhere. Distinctively styled with rich silver-finish front. As supremely modern in 1957 engineering features as in styling. Famous Right-Up-Front tuning plus many other Motorola exclusives. *Full 26 3/4 sq. in. picture viewing area.* Handsome colors include: Charcoal, Sierra Tan, and Grained Mahogany. 21T32.



**SELF-TUNING, CONTEMPORARY
TABLE MODEL AT A LOW PRICE**

Priced less than many ordinary TV sets. Here's a dazzling new Automatic table model! Has all the restful, eye-relaxing Motorola improvements. Uniquely modern cabinetry set off by gold-accented deluxe front. *Full 26 3/4 sq. in. picture viewing area.* In smart colors: Charcoal, Sun Glow Mahogany, Golden Oak. A21T33. Also available in conventional tuning model ... 21T33.



MODEL

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et Zero-In
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Oak fin-
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MOTOROLA TV for '57 WITH EXC

distinguished consoles and table mo

NEW AUTOMATIC MODEL-- TV-HI-FI CUSTOM CONSOLE

Finest of all Motorola TV models! This fabulous new home entertainment center combines television and true high fidelity in a single stunning unit. Scaled to the low, sweeping lines of today's modern home furnishings, this horizontal model is elegant in the rich finish of walnut. Finest TV performance . . . 4-speed automatic Hi-Fi phonograph. 263 sq. in. picture viewing area. In American Walnut finish. A21F6.



NEW HORIZONTAL CONSOLE TV ...SELF-TUNING CONVENIENCE

An Automatic TV model that's in keeping with today's sleek, slim trend in home furnishings. This distinguished console is the finest in the giant-screen class! Magnificent performance and styling. Matched Golden Voice speakers for hi-fi-like sound. Full 333 sq. in. picture viewing area. In Champagne Mahogany and Imperial Mahogany finishes. A24K15.



TRADITIONAL CUSTOM CONSOLE TV WITH AUTOMATIC SELF-TUNING

Graceful styling adds warm beauty to this set . . . finished in Imperial Mahogany. Modern features, including effort-saving Self-Tuning, that are exclusive with Motorola! Sweeping cabinet lines blend into both contemporary and traditional settings. Restful Glare-Down/Sound-Up principle. Full 263 sq. in. picture viewing area. In Imperial Mahogany finish. A21K62.



LOW, WIDE, AND HANDSOME ...MOTOROLA AUTOMATIC TV

Wondrous self-tuning TV that's as practical as it's handsome! Long, low elegance with full built-in shelf that's handy for magazines. Custom gold front accent . . . the ultimate in luxurious trim. Matched Golden Voice speakers give truest-fidelity sound. Full 263 sq. in. picture viewing area. Cabinet in California Mahogany or Swedish Oak finishes. A21K60.



FINELY-CRAFTED CABINETRY IN NEW AUTOMATIC CONSOLE

Perhaps the most strikingly distinctive design in any television console! In keeping with the revolutionary Motorola self-tuning feature, this model has a long, low horizontal "look" with picture and speakers side by side. Unique grille material of rattan-weave. Full 263 sq. in. picture viewing area. Available in Champagne Mahogany and American Walnut finishes. A21K61.



DELUXE PUSHBUTTON CONSOLE WITH 5-STAR POWER CHASSIS

Push a button . . . your new Motorola turns off! Push a button . . . TV turns on! Picture and sound come in just as they were last time TV was viewed. It's just one of many modern features designed into this striking console. Super 5-Star Power Chassis assures long years of TV pleasure. Full 263 sq. in. picture viewing area. Finishes: Dawn Mahogany, Swedish Oak. 21K56.



HANDSOME SPECIAL CONSOLE WITH AUTOMATIC TUNING

Super-Automatic 5-Star Power Chassis . . . Zero-In Self-Tuner . . . famed Alnico 5 speaker system . . . engineering features that add up to America's finest television! Advanced in styling, too! Rich gold-finished front trim. Full 263 sq. in. picture viewing area. Choose from Sienna Mahogany and Blond Oak. A21K54. Also available in conventional tuning model . . . 21K54.



SPECIAL SWIVEL-BASE CONSOLE TV FOR NEW CONVENIENCE

Turn this exciting beauty in any direction . . . handsome cabinet swivels full 360° for extra viewing enjoyment. Two rich cabinet finishes from which to choose. Easy tuning with Right-Up-Front controls. Glare Guard picture unit lets you watch TV comfortably. Full 263 sq. in. picture viewing area. Finished in Dawn Mahogany or Swedish Oak. 21K55.



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MOD

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H EXCITING AUTOMATIC SELF TUNING!

ble models in fine furniture styling



AUTOMATIC CONSOLE TV

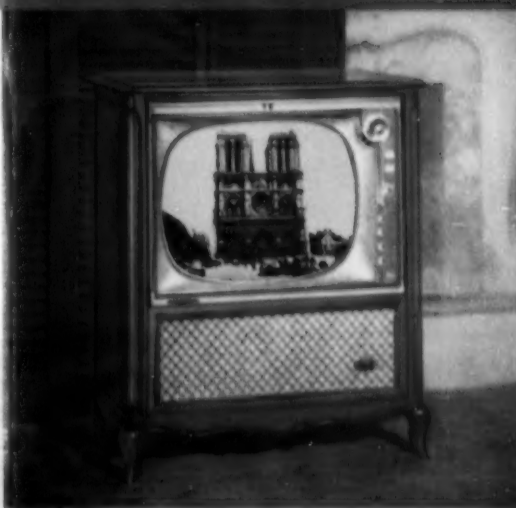
...LARGE-SCREEN MODEL

Wonderful large-picture enjoyment, outstanding in performance, convenient in no-fuss tuning. It's Motorola Automatic TV, television that is self-tuning! Super-Automatic 5-Star Power Chassis, other outstanding features. Full 333 sq. in. picture viewing area. Luxurious finishes in Dawn Mahogany or Platinum Mahogany. A24K14. Also available in conventional tuning model . . . with On-Off Pushbutton—24K14.

GIANT-SCREEN CONSOLE TV

WITH ON-OFF PUSHBUTTON

Fine, big, new console at a price less than many smaller-screen TV models. You get Right-Up-Front controls—most convenient conventional tuning in the world—plus the extra ease of Motorola's On-Off Pushbutton. New Pre-set Zero-In Tuner! Full 333 sq. in. picture viewing area. Finishes: Sienna Mahogany and Blond Oak. 24K13.



SELF-TUNING TV IN CLASSIC

FRENCH PROVINCIAL STYLING

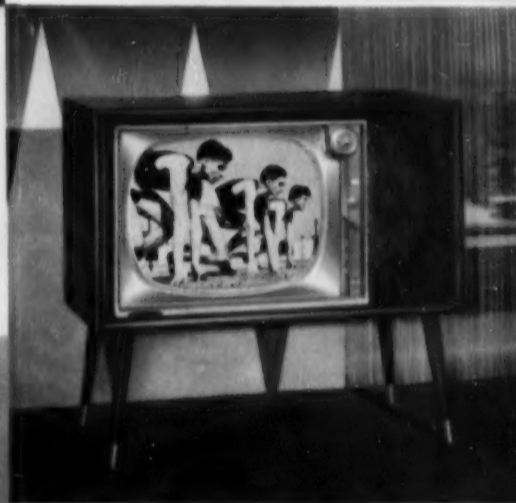
Simple dignity of timeless French Provincial is reflected in this Cherry grain finish console. It's Automatic TV with all of the tremendous 1957 engineering features designed into it. Has such improvements as: Super-Automatic 5-Star Power Chassis . . . Twin Golden Voice speakers . . . Motorola Accurashade. Full 263 sq. in. picture viewing area. In Cherry finish. A21K63.



DELUXE AUTOMATIC CONSOLE TV

...SUPERB VALUE MODEL

New console TV that is a happy blending of engineering "features of the future" with timeless styling. Never before has there been such effortless ease of operation! Glare-Down/Sound-Up design. Full 263 sq. in. picture viewing area. Handsome in Dawn Mahogany or Swedish Oak finishes. A21K58. Also available in conventional tuning model . . . 21K58.



MODERN CONSOLE TV THAT TUNES ITSELF PERFECTLY

A flick of a button and channels change for you photo-perfectly . . . instantly! Just see the clean, contemporary lines of this trim console. All-new electronic features for long, reliable years of pleasure. Full 263 sq. in. picture viewing area. Dawn Mahogany or Champagne Mahogany finishes. A21K59. Also available in conventional tuning model . . . 21K59.



BUDGET-PRICED CONSOLETTTE

WITH SELF-TUNING FEATURES

At a pleasant price, just above ordinary table model TV, this new consolette presents big console quality features! Unique styling and miracle performance Automatic Tuning puts it in a class by itself. Super-Automatic 5-Star Power Chassis. 263 sq. in. picture viewing area. Glamorous California Mahogany and Swedish Oak finishes. A21C5.



BIG-SCREEN-AUTOMATIC TV IN FINE NEW TABLE MODEL

Motorola's finest, biggest Table Model TV! Full 333 sq. in. picture viewing area—24 inch overall diagonal. And, too, it's TV that really tunes itself! This and other automatic features give you enjoyment unmatched in table model television. Choose from Sienna Mahogany and Blond Oak. A24T6. Also available in conventional tuning model . . . 24T6.

LUXURY CONSOLE TV DESIGN AT MONEY-SAVING PRICE

Top Motorola performance-features have been combined with distinctive beauty in this inexpensive console. New, exclusive Zero-In Tuner makes use of fine-tuning knob virtually unnecessary. Giant Golden Voice speaker delivers true-fidelity sound. Gleaming gold-finished front . . . sleek, brass-tipped legs. Full 263 sq. in. picture viewing area. In Sienna Mahogany or Blond Oak finishes. 21K53.

Another Farberware hit in
Stainless Steel Automatic Electric Appliances

*Gleaming, All New
 Stainless Steel*

FARBERWARE DUTCH OVEN

and Waterless Cooker!



With the introduction of the new Stainless Steel Dutch Oven, Farberware now gives you a varied line of automatic appliances for profitable promotion to your customers. Cooking Editors and other experts in new kitchen trends are predicting a huge new demand for Dutch Ovens and similar appliances this fall. Get ready for the demand with the new Farberware Dutch Oven—the only one in Stainless Steel, the rugged, gleaming metal that millions of women prefer in all their cookware!

ADVERTISED IN
LIFE

**TO BUILD IMMEDIATE DEMAND.
 IT'S NATIONALLY ADVERTISED!**

The new stainless steel Farberware Dutch Oven is being promoted and featured in full page national ads. Powerful full pages in LIFE, reaching millions of potential pre-sold customers who are ready to buy.

TO HELP YOU TIE IN...

Farberware has made available newspaper mats, displays and window streamers. Use them! Time them to take full advantage of the national ads and spotlight your store as headquarters for these fine Farberware Stainless Steel appliances.

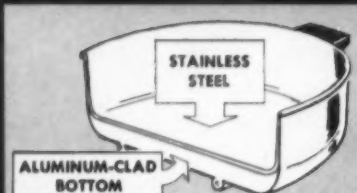
Another great Automatic Electric Appliance in Stainless Steel by

FARBERWARE

MAKERS OF STAINLESS STEEL AUTOMATIC ELECTRIC COFFEEMAKERS, URNS AND FRY PANS,
 AND STAINLESS STEEL COOKWARE WITH THAT WONDERFUL THICK ALUMINUM-CLAD BOTTOM.

S. W. Farber Inc., New York 54, N. Y.

Outstanding Farberware Features
 Like These Make This New,
 Fully-Automatic Dutch Oven
 The Buy Of The Year!



Famous Farberware Stainless Steel plus that wonderful thick aluminum-clad bottom that spreads heat more evenly, eliminates hot spots, scorching.

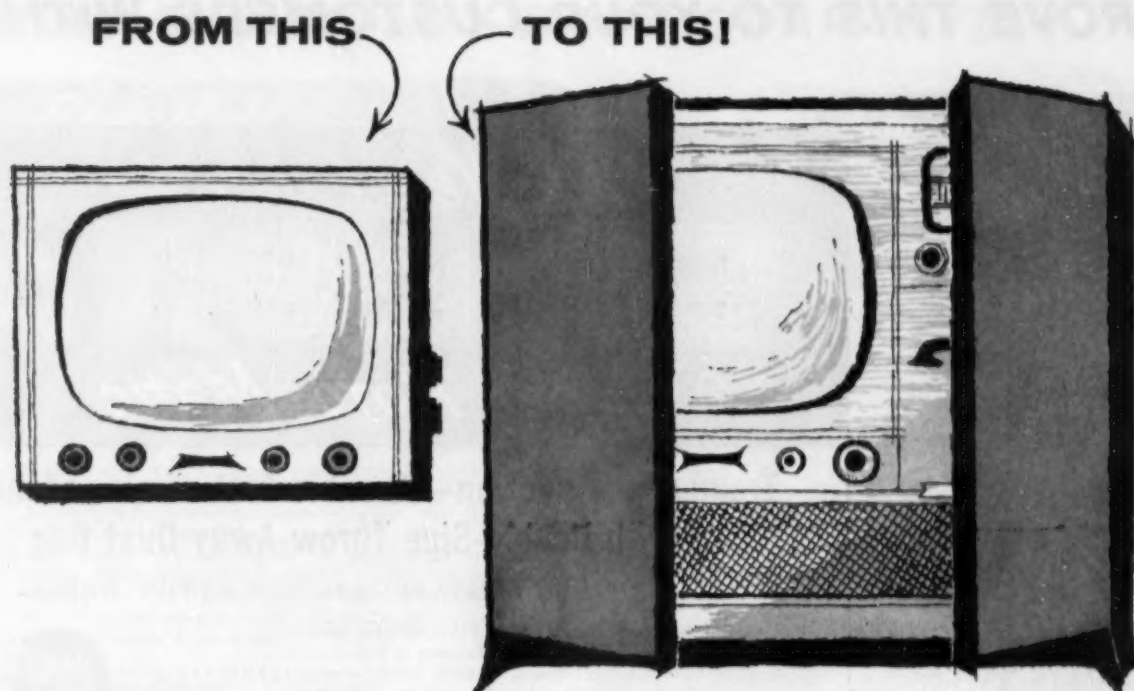


Exclusive Farberware "In-the-Plug" heat control that's interchangeable with Farberware automatic Fry Pans. This is the famous Farberware feature that assures proper, constant heat control for every kind of food... takes the guesswork out of cooking—makes any housewife an expert cook!



It's completely immersible for the easiest cleaning of all. That's because the heating control unit is in the plug and is automatically detached when the cord is disconnected.

How to make a TV SALE grow...



We went to the country's top retail salesmen to find out how they step up TV sales to top-of-the-line models. They said it a hundred different ways (see sample quotes at right), but the secret always turned out to be the same: *sell the woman!* Why? Because last year (these salesmen told us), it was the *woman*, 2 times out of 3, who selected the model in sales of higher-priced sets!

And manufacturers, too, know it pays to sell the woman. They do this best in *Ladies' Home Journal*, the magazine almost half your women customers read and believe in.

Are the lines *you* sell advertised in the *Journal*?

WHAT TOP SALESMEN HAVE LEARNED FROM EXPERIENCE

"If a husband and wife come in together, you can sell higher price models by letting the man buy what the woman wants."

(New Mexico)

"I have found that in selling to a married couple if I sell the wife I have a sale. I have, upon occasion, sold the husband and lost the sale—because it did not particularly please the wife."

(Massachusetts)

"Women are the ones who usually decide to purchase the higher price model."

(Ohio)

For complete results of the *Journal's* interviews among top retail salesmen, write today for a free copy of RADIO-TELEVISION SURVEY. Address Mr. Georges Birgy, Appliance Merchandising Manager, *Ladies' Home Journal*, Independence Square, Philadelphia 5, Pa.

Never underestimate the power
of the No. 1 magazine for women...

Ladies' Home JOURNAL

A CURTIS PUBLICATION

No. 1 in circulation
No. 1 in newsstand sales
No. 1 in advertising revenue

Nothing cleans better, faster, e

PROVE THIS TO YOUR CUSTOMERS WITH 10 DAYS HO



All-New! MODEL 910
EUREKA
Super Roto-Matic

**Tremendous suction—71 cubic feet of air per minute
with Double-Size Throw-Away Dust Bag**

NO LIFT! NO CARRY! ROLLS EASY ON 4 SWIVEL WHEELS!

HERE'S a terrific cleaner at a low price with big profit to dealers. Sells like hot-cakes because it's today's most efficient canister cleaner. Actually *moves far more air* than similar cleaners—71 cubic feet per minute—a true measure of real cleaning power.

And the Eureka Super Roto-Matic's double-size throw-away dust bag allows full play for this powerful cleaning action. Maintains high suction efficiency, even as pounds of dirt collect in the bag. This means less bag replacement—better cleaning always!

Prove this to your customers with 10 Days HOME TRIAL AND MONEY BACK GUARANTEE!



The extra big, double-size paper dust bag in the Eureka Super Roto-Matic holds much more dirt—allows for greater cleaning suction—lasts twice as long.



Complete 8-piece set new deluxe cleaning tools includes special wall-floor brush not supplied in most other cleaners. Extra value!

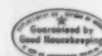


ONLY
\$69.95

COMPLETE WITH
A-PIECE SET OF NEW
DELUXE CLEANING TOOLS

ROLLS EASY ON
4 RUBBER SWIVEL
BALL-BEARING WHEELS

CONVENIENT STEP-ON
TOE SWITCH



EUREKA WILLIAMS CORPORATION
BLOOMINGTON, ILLINOIS

In Canada: ONWARD MANUFACTURING COMPANY, LTD., Kitchener, Ontario

...easier than a EUREKA!

YS **HOME TRIAL AND MONEY-BACK GUARANTEE!**

Powerful! MODEL 805 EUREKA Standard Roto-Matic

Today's Great Cleaner Value

WITH ZIP-CLIP SWIVEL TOP AND EXCLUSIVE
ATTACH-O-MATIC CLIP-ON TOOLS

REDUCED from original \$69.95, this powerful Eureka is a hot advertising PRICE LEADER—pulls quickly, allows for easy "sell-up" to higher priced Eureka models.

In use in hundreds of thousands of homes, this famous Eureka Standard Roto-Matic is a cleaning marvel, light weight and very quiet. Swivel top permits all around cleaning. Cleaning tools clip to sides of cleaner. It's today's great cleaner value for small homes and apartments.

Prove this to your customers with 10 Days HOME TRIAL AND MONEY BACK GUARANTEE!

ALL MODERN FEATURES!

- Powerful Suction—full $\frac{3}{4}$ H.P. motor
- All metal rug nozzle with floating brush
- Cleaning tools clip to sides of cleaner
- Zip-Clip Swivel top opens instantly
- Complete 8-piece set of cleaning tools with special wall-floor brush

ZIP-CLIP SWIVEL TOP
Opens instantly—cleans
all over from 1 position



NOW ONLY
\$49⁹⁵

COMPLETE WITH
STANDARD 8-PIECE SET
OF CLEANING TOOLS
Solo-Dolly slightly
extra—optional

Magic! Easy Do! MODEL S-255 EUREKA Super Automatic

Beats, Sweeps and Suction Cleans!
Marvelous for big rugs and carpets!

NO DUST BAG TO EMPTY!

THIS EUREKA is today's finest automatic up-right cleaner—carries a low price with big profit for dealers.

Nothing to assemble—merely plug in and use. Much preferred by older persons. Just guide this Eureka while its automatic cleaning action BEATS, SWEEPS AND SUCTION CLEANS the heaviest rugs and wall-to-wall carpets... in a single easy operation.

Prove this to your customers with 10 Days HOME TRIAL AND MONEY BACK GUARANTEE!

POWER-DRIVEN NYLON
"DISTURBULATOR"
removes embedded dirt—
hair—threads



ONLY **\$89⁹⁵**

\$30 TO \$40 LESS THAN OTHER
COMPARABLE CLEANERS

ONLY
4" HIGH
BRILLIANT
HEADLIGHT



CLEANING TOOLS IN
"HANDY-PAK"
SLIGHTLY EXTRA—
OPTIONAL



**TREMENDOUS
FALL ADVERTISING
Starts in LIFE Sept. 17**

A 2-page spread like this, in 4 colors, will reach 26,000,000 readers in LIFE, September 17th... at a cost of \$58,000.00. It starts Eureka's tremendous Fall advertising program in LIFE, POST and GOOD HOUSEKEEPING.



**ORDER "SURE-FIRE" FALL PROMOTION
NEWSPAPER AD-MATS AT ONCE! TIE-IN AND
CASH-IN ON EUREKA'S BIG NATIONAL ADVERTISING!**

Arvin

radios dominate every class for 1957!

Whatever your customer wants — transistor, 3-way portable, clock-radio, twin-speaker, or AC/DC table model — Arvin puts you in a position to give him the most for his money. For quick sales at good profits, sell Arvin!

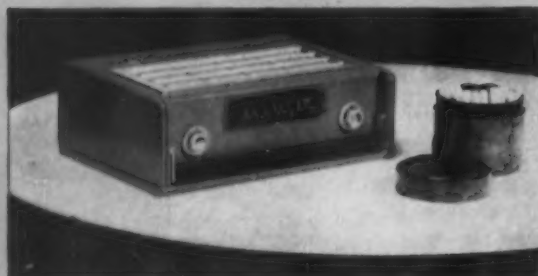


NEW!

Transistor Portable

that doubles as a table radio

Seven transistors! Doubles as a big, orchestral-tone home radio, with flip-switch dial and fold-away handle. Batteries cost 90¢, last a year or more. 11¼" long, 8½" high, with printed superhet circuit, tone control, automatic volume control, 5¼" speaker. In British Tan or Alligator leatherette. Model 9562P **\$79.95***



NEW!

Other Fine Portables



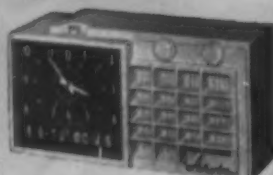
Model 8563P

*All portables priced less batteries

With bold saddle-stitching, gold trim, and swanky shoulder strap, this new luxury-luggage style 3-way portable spells class all the way! Control knob inset at top. Other smart Arvin 3-way portables come in Maroon, Matador Red, Aqua or Cinnamon. They have four tubes plus selenium rectifier, Alnico "V" speaker, Supersensitive loop antenna. Prices range from **\$31.50 to \$39.95***

NEW!

Dreamiest Clock-Radios



Model 5561

There's no smarter-looking clock-radio than this brand new Arvin beauty, with its fine tone, dependable clock and timer, appliance outlet, and slumber switch. New printed superhet circuit, slide-rule dial. Other Arvin clock-radios come in a full range of colors. All have five tubes including rectifier, Alnico "V" speakers, and many other fast selling features. Priced from **\$29.95 to \$49.95**

NEW!

Standout Twin-Speaker Sets



Model 3561

Twin-speaker radios are in high favor with hi-fi fans, and this new Arvin masterpiece, with six tubes including rectifier and printed superhet circuit, is out in front value-wise. In two colors, with lighted slide-rule dial, visual tone control and phono-jack, it's terrific at **\$39.95**

Also Model 956T with five tubes including rectifier, in choice of four colors, **\$34.95**

NEW!

Biggest Table-Model Values



Model 2564

This brand new, high-styled shopper-stopper catches the eye with its off-beat knobs and two-tone grille cloth—and it's just as pleasing to the ear. Printed circuit, lighted slide-rule dial, loop antenna. Ivory or Charcoal. Model 2564..... **\$29.95**

Other top-value table models include five tubes with printed superhet circuits, in a wide range of styles and colors..... **\$19.95 to \$24.95**

All prices suggested retail Zone I

How To Demonstrate

— CONTINUED FROM PAGE 116 —

Series game in color at the store. And it wasn't until after the invitations were mailed that he realized he had made the date for a week day when every one of the boys would be in school.

Managing the Group Demonstration

You may feel like the management of Earley's of Nashua, N. H., which put on many successful group demonstrations of color TV last season without any pre-demonstration or post-demonstration program designed to help sell the color. The concern believes that at this early stage in the acceptance of color TV, color must take time to register and that may mean two or three exposures before the impact becomes so great that the prospect will be ready to be sold.

For Earley's, alone of all the successful dealers this writer talked to, that system has worked successfully. For the others, all in one way or another have made the presence of a group of prospects a chance to do some selling in addition to the exposure of color TV. And in the very small amount of literature being made available to help dealers sell color, there is an excellent guide put out by one manufacturer on "how to conduct a successful demonstration. . . ." In this guide, the set producer says:

"Planning is all important for a successful demonstration . . . whether—to one or a hundred-and-one prospects, a certain amount of pre-demonstration preparation is necessary. Fortify yourself and your salesmen with correct product information. Know the major points you will emphasize in your pitch. It pays to rehearse, too. Test your salesmen. . . . Since it is brand new, showmanship will add to your presentation. Anything you can do to capture the spirit and newness . . . do it."

You will want to have your guests in the store at least 15 minutes before the time of the program being featured, if you follow the pattern set up by most dealers last year. A manufacturer says this time permits the guests "to relax and browse around the store." Most dealers, however, find that time most valuable for the opportunity of meeting the guests individually so that everything they see at the demonstration is automatically tied up with the dealer or salesman they talked to.

In San Jose, Allied gets the prospects comfortable with a cup of coffee or a coke about ten minutes before the color program. Then one of the partners, Akers or Limberatos, given an informal, simple presentation of the principles of color TV. "They appreciate color TV a lot more if they feel that they know something about how it

(Continued on page 128)

Write for full Color Catalog on complete line—Electronics and Appliance Division
Arvin INDUSTRIES, Inc., Columbus, Indiana

Beauty Queen BUILT-INS ...

are HOT!

GAS OR ELECTRIC
and they help sell
Complete Kitchens

**Complete 9 foot
Kitchen Displays
that are packed
with sales power**

Beauty Queen mass production methods make it possible for you to sell the appearance of custom luxury at down to earth prices. With substantially lower prices, you widen your market potentials tremendously.

Beauty Queen's unitized design and construction also simplifies installation time and labor to give you every possible selling advantage.

To capture the big, profitable kitchen remodeling market in your city, a kitchen display is all important. Beauty Queen makes it easier and less costly for you to display a complete kitchen for bigger profits and faster turn-over of kitchens and the appliances you now handle.

YOU CAN
SAVE
UP TO **\$158⁰⁰**
on these Complete Selling Displays
LIMITED OFFER!



Wire or Write for name of **Beauty Queen** DISTRIBUTOR

TOLEDO DESK & FIXTURE CO., MAUMEE, OHIO

The shape of sales



\$24⁹⁵ AC/DC
Norelco Model SC7759
with travel case

to come...with *Norelco*®

Tie in with Norelco's Television Spectaculars — **Boost your sales to record highs with this All-Star support !**

TELEVISION. This Fall Norelco will sponsor two TV spectaculars on the NBC-TV Network: "The Great War" (replacing the "Chevrolet Hour" on 167 stations October 16th and picking up the *biggest* and best-established station lineup on television today) and "Rebirth of Freedom" (replacing the "Ford Theater" and the "Lux Theater" on 137 stations December 6th).

Both these spectacular TV events will capitalize on built-in audiences of approximately 30 million viewers. That means these 60 minute and 90 minute TV shows

will reach a total audience of some 60 million viewers!

MAGAZINES. Between September and December Norelco will run 24 full-page advertisements in these 6 leading magazines: LIFE, LOOK, SATURDAY EVENING POST, AMERICAN LEGION, TIME and COLLIER'S . . . including double-page spreads in LIFE and LOOK.

That means virtually every magazine reader in the country will be exposed to Norelco's Fall 1956 magazine advertising campaign.

Now cash in on the hottest advertising program, and the hottest item in the electric shaving business.

HELP YOURSELF TO MORE CUSTOMERS BY TYING IN WITH...

Special Newspaper Ads that will appear in television cities just before and right after each TV show.

Co-op Newspaper Ads — attention-getting selling messages, designed to tell your customers that the nationally-advertised Norelco is available at *your* store.

Co-op Television Commercials that bring to customers in *your* market a graphic demonstration of Norelco's revolutionary principle — show them how Rotary Blades *work*.

Co-op Radio Spots that hit hard on the comfort and convenience of Norelco's Rotary Blades — designed to bring buying-minded customers flocking to your store.

Point-of-Sale Material — colorful, eye-filling backdrops to spotlight *your* Norelco display.

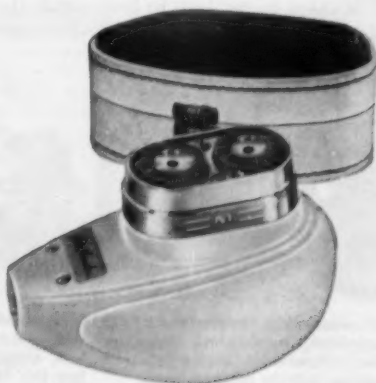
Special Motion Displays that attract your customers' attention, help you finalize the sale. Use them in your windows or on your counter.

Get in shape NOW for sales to come . . . ORDER • STOCK UP • TIE IN

North American Philips Company Inc. • 100 East 42nd St., New York 17, N. Y.



Norelco Sportsman. Battery Shaver for Outdoor Men. Works on Flashlight Batteries or Car Lighter. With Metal Mirror, Battery Holder, Travel Case, (less batteries) \$29.95. Model SC7750.



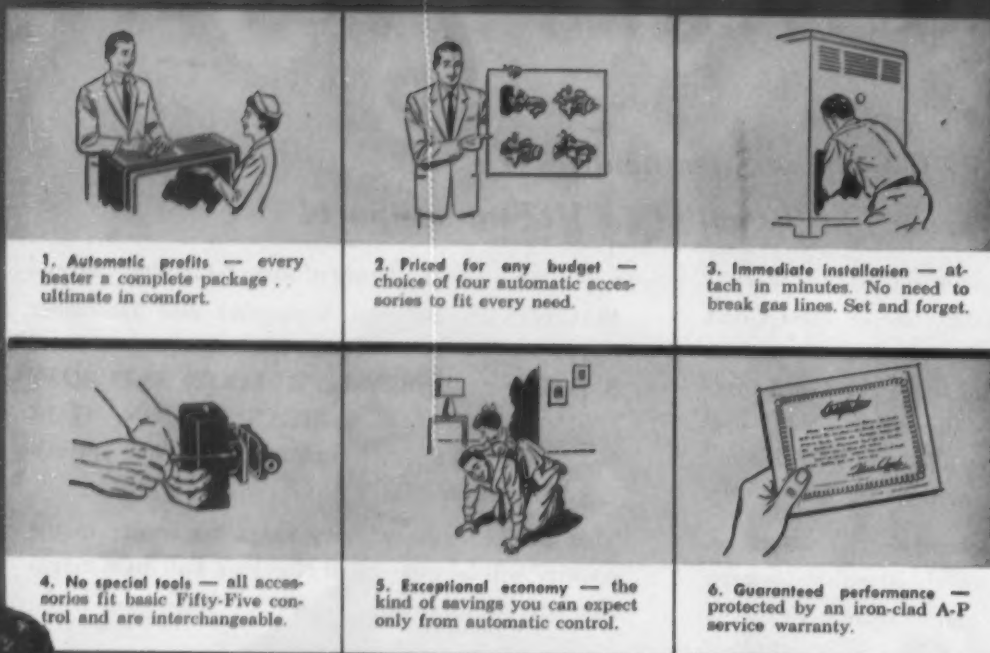
Lady Norelco. For Modern Beauty Care. Model SC7767 in Nassau Pink with Paris-designed Case. AC/DC. \$24.95.



DON'T MISS IT!

Watch these pages for the exciting story of the Norelco Debutante! Read about the sensational advertising and promotional campaigns behind this newest addition to the Norelco family. **COMING SOON!** Your big chance for **EXTRA** profits!

Six pix tell why you need A-P Model "Fifty-Five" gas control:



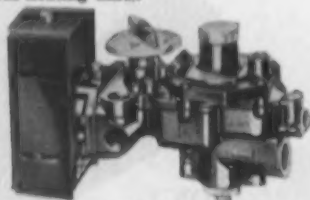
*Stop offering half a heater
— be fully competitive
with automatic control*



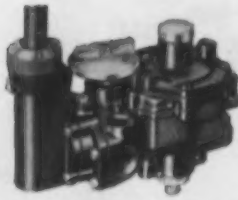
Fifty-Five control with EM Magnetic operator — has quiet snap action. Complete control package for unit heaters, wall furnaces, central heating units.

No question about it — automatic comfort and convenience sell on sight! Next time you offer a space heater, wall or floor furnace — think how much easier your selling job would be with A-P's Model Fifty-Five gas control. You give your customers a choice of four automatic accessories — at a cost tailored to needs or budget. Also, the long-range fuel-saving advantages of automatically controlled heating break down customer resistance to the initial cost of the heater.

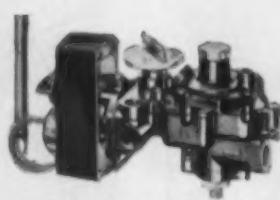
And no matter what brand of heating equipment you now carry — just a word from you to your supplier is all it takes to get him to investigate the double-barreled sales potential of the A-P Fifty-Five gas control.



ET Electric thermostat — furnished as complete kit: thermostat, plug-in transformer, wire and wiring diagrams.



MT modulating thermostat — completely mechanical. Constant temperature despite fluctuating outside temperatures.



MTS modulating snap thermostat — modulates fire high to low, quietly snaps off when low fire is no longer needed.



Just off the press — the complete facts on the Model Fifty-Five gas control. Write:



A-P CONTROLS DIVISION
CONTROLS COMPANY OF AMERICA
2400 N. 32nd Street, MILWAUKEE 43, Wisconsin
COOKSVILLE, Ontario N1M6EN, Holland

How To Demonstrate

— CONTINUED FROM PAGE 124 —

works," they found. "And it lets them know that we know everything that a dealer ought to know about color, just in case they feel they should buy a color set from a dealer that has 'know-how'."

In Brighton, Conaty's precedes each group demonstration with a short talk by its advertising and promotion manager, Joe Donovan. He gives the guests what the management there calls "a romantic description of color TV designed to make the whole event very much more important when it happens."

Whether you serve refreshments, as the industry advises, during the color TV demonstration depends on whether you want to go plain or fancy. Coffee and doughnuts have become so standard that hundreds of color TV dealers had thousands of stale doughnuts stuffed in nooks and crannies of the store by the time spring cleaning time came. Allied changed its coke and coffee routine to provide elaborate, multi-colored hors d'oeuvres for the special group invited to see the Richard III program.

Hold Your Audience

The major advantage, other than hospitality, of serving refreshments, say some dealers, is to hold the audience after the color program ends. "You can't run while you're eating, and most people won't walk right out after accepting your food and drink," one dealer points out, "so we have the chance we need to talk to everyone."

Which figures, because you don't want your just-influenced prospects fading off into the night to make up their minds without guiding words from you and your staff. Before the program, Allied announces that the store's staff will be available during the refreshment period after the program to answer any questions. By no means, this dealer warns, hold an open "discussion period" after the program. While the discussion is on, many prospects will slip away without any contact with the salesmen. And the discussion opens the way for unfavorable comments from the floor—nothing that couldn't be handled easily in a private conversation, but something that can hurt the success of the demonstration through its power of suggestion to other guests.

You will leave these various aspects of display and demonstrations when the program ends, says the dealer from Lansing, Ill. This is when your specialty selling ability starts to show its worth. You will have gone to many or all the techniques covered here for just the one purpose—to have a sufficient number of people sold on the value of a television picture in full color. The next step is to sell them on the necessity of buying one. End

HOW TO MAKE MONEY WITH HI-FI

To sell High Fidelity . . . demonstrate it! Let your customers see—and hear—why RCA Victor is their best buy. When they try it . . . they'll buy it . . . and you'll profit!



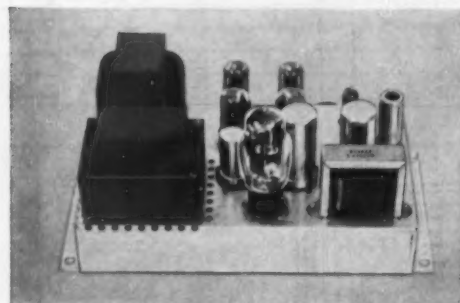
1. **JUST PLUG IN AND PLAY.** RCA Victor High Fidelity systems are matched, balanced and assembled in custom-styled cabinets. Neat, compact—perfectly engineered.



2. **LET THEM HEAR IT.** Rich Panoramic Sound! 3 speakers pour out sound so real—you feel the music. True response up through 20,000 cycles. (Mark VIII has 2 speakers.)



3. **LET THEM WATCH** the swift and sure record changer. All record speeds played by one control. Special muting switch eliminates noise during the record changing cycle.



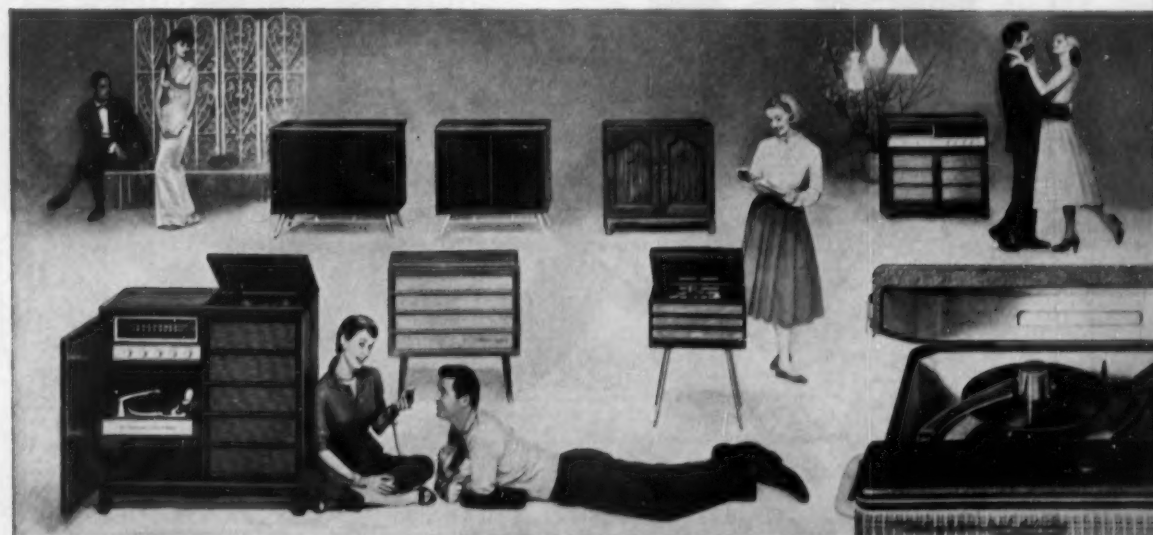
4. **EXPLAIN** the High Fidelity amplifier that's the "heart" of every RCA Victor Hi-Fi set. Show them the specs on its output, its extended range. Play it—prove it!



5. **SHOW THEM** Hi-Fi for only \$79.95! The Mark VIII automatic 45 "Victrola"® . . . a Fabulous "45" . . . twin speakers . . . a revelation in pure sound. Model 7HF45.



6. **GIVE THEM THE SALES CLINCHER**—all sets are "Victrolas"! These trademarks—a symbol of quality for over 3 generations—are your key to Hi-Fi profits.



7. **SHOW THEM THE RANGE** of RCA Victor styling, features and values in High Fidelity. Whatever they want in handsomely styled Hi-Fi, RCA Victor has it for you to sell and sell-up . . . from a portable to a twin console . . . sell-up features you can demonstrate right on the floor!

RCA VICTOR
TRADE MARKS
RADIO CORPORATION OF AMERICA



© RCA trademark for record players

Manufacturer's nationally advertised list price shown, subject to change. Slightly higher in far West and South.

TIME...a great medium



TIME—TO REACH 2,000,000 FAMILIES OF AMERICA'S BEST APPLIANCE CUSTOMERS

for appliance advertising

The TIME family has double the average family income and the leisure on which to spend it.

So it's only natural that these families are the best prospects anywhere for appliances all around the house.

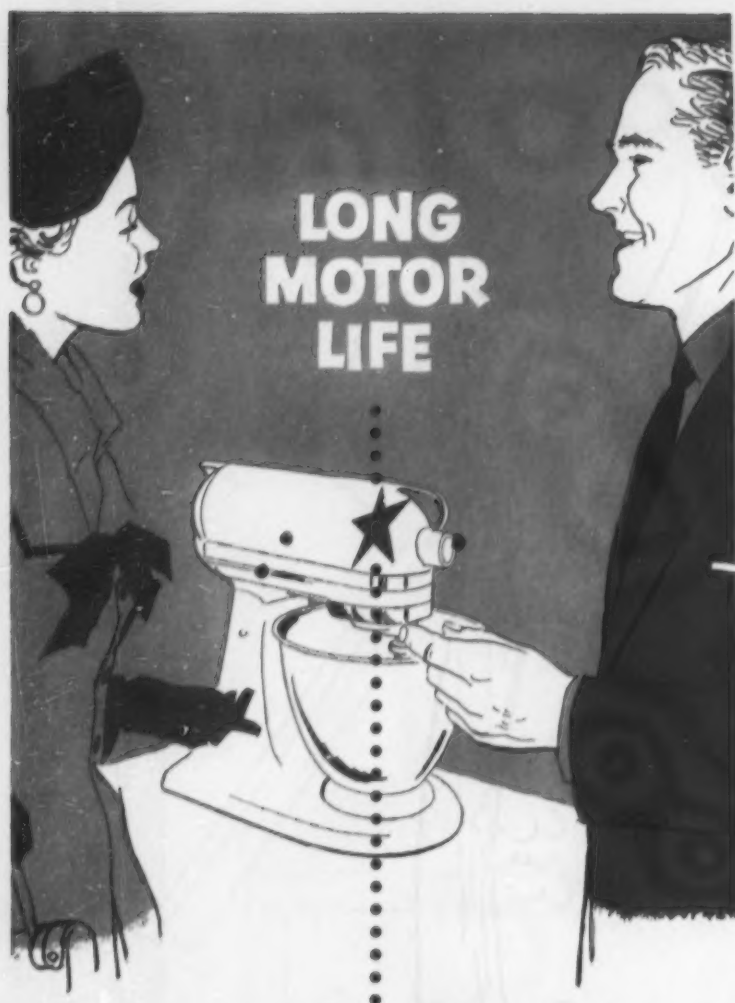
That's another reason why progressive manufacturers are turning to TIME to sell appliances. And why dealers appreciate the value of three very big words: "Advertised in TIME."



From clock radios to washer-dryers, you sell more appliances faster in TIME. For not only does TIME bring you families with more income, but families

looking for new ways to save time, enjoy time—families with a greater desire to buy. In any event you need TIME.





WILL HELP WIN SALES

The long life and dependability of Lamb Electric Motors has been proven in many thousand applications during the past 41 years.

In the appliance field, as well as in other fields, Lamb Electric Motors have gained an outstanding reputation for ruggedness and reliability.

Long motor life is one of the many reasons why Lamb Electric motored appliances are so popular with both dealer and customer.

THE LAMB ELECTRIC COMPANY • KENT, OHIO

In Canada: Lamb Electric—Division of
Sangamo Company Ltd.—Leaside, Ontario



Weight-saving
motor for
home appliances.

Motor parts
for household
appliances.

Turbine for
canister-type
vacuum cleaner.

Lamb Electric

SPECIAL APPLICATION
FRACTIONAL HORSEPOWER **MOTORS**

Sell Color TV to the Whole Family

CONTINUED FROM PAGE 89

claims. "The salesman points out the features of the set and gives simple turn-on, turn-off procedures. Then, the serviceman develops various troubles on the tube, shows the family how to correct it and thus batters down the general notion that a color set requires a fully equipped electronics laboratory for tuning. Usually during the run-in period several troubles will develop, all of which when instantly corrected in the living room make a big impression on the prospect."

No Test Equipment in Sight

On the delivery truck are several pieces of test equipment for measuring line voltage, signal reception, color mix and other factors. However, these are kept out of the picture because Vancil has found that the usual homeowner, even though he wants a color TV set, balks at the sight of multi-metered test equipment being used.

As recounted above, no less than 55 sets have been sold through this method during 1955 and its spill-over month. At the same time, Vancil has been building the ground work for many more sales during 1956-1957.

"There is no use kidding ourselves that anything less than good, hard, skillful salesmanship will sell color TV", he says. "We have six salesmen, all of whom have been exhaustively drilled in every aspect of color TV and who are encouraged to spend days, if necessary, in closing the sale. We follow up every possible lead, cart the family

from one home to another which is using color TV and bring up the \$10 home demonstration as a last resort."

Plenty of other promotion is attached, such as weekly display newspaper advertising, run on a split-cost basis with RCA Victor, and plenty of colorful showroom stunts. For example, on one Saturday last fall when Howdy Doody was first presented in color, Hampton Electric invited hundreds of children from better-income homes to witness Howdy Doody in color, and packed the showroom with upwards of 150 children, all escorted by their parents and feted with ice cream, sodas, etc.

During the "Salute to Baseball" program just before the World Series, a similar invitation went out to men baseball fans throughout St. Louis, and again the showroom was packed. Almost any spectacular of major program broadcast in color is enough excuse to telephone or write an average of 250 persons who have shown interest in color TV, and to bring in a worthwhile audience.

"We don't leave anything to chance in selling color TV", Vancil says. "We will follow up every lead, burn the midnight oil if necessary, and use all the salesmanship which years of training make possible in getting that all-important home demonstration. Once we get a color set in the home and prove that it operates in the prospect's own dwelling, we have found the sale is just about made." *End*

RADIOS



"FIRST CLEARANCE WE'VE HAD IN YEARS"

this is



...the new remote control TV tuner by **ALLIANCE**

**Switches Stations,
tunes each channel!**



Retail
Price
\$19⁹⁵



**A New, Fast-Selling Package
Item that All TV Viewers Want!**

3 minute installation by customer

Every viewer a prospect.

A natural companion to the Alliance Tenna-Rotor . . . at a price that's right!

Performs a double service—switches stations and tunes each channel!

Needs no tools or wire—safe!—no need to touch back of TV set. Fits nearly all popular makes. Comes with 90-day guarantee.

Backed by the same kind of potent TV advertising and intensive merchandising which made Alliance Tenna-Rotor the No. 1 TV accessory.



Handsome, compact
display carton shows "it"
in non-breakable black plastic
with gold trim.

Write the Factory

THE ALLIANCE MANUFACTURING CO., INC.

(Division of Consolidated Electronics Industries)

ALLIANCE, OHIO



New Westinghouse 14" Portable TV



Model 14T170: Smoke Gray

Model 14T171: Turquoise & Sand

Model 14T172: Terra Cotta & Sand

Low, low price for all aluminum cabinet—**\$129.95** sug. list



Mere Style! Designed by Raymond Loewy Associates in exclusive "Taper-Trim" styling, a totally new concept of functional beauty.

Lightweight Aluminum Cabinet is easier to carry . . . sets down even on fragile tables or bookshelves.

Watch Westinghouse cover the Conventions on CBS-TV and Radio

Telescoping Antenna optional.

Horizontal "Silver Safe-guard Chassis"! A Westinghouse quality-exclusive! Here's the only Portable TV with over 80% Printed Circuit construction on one board. This means cooler, longer-lasting operation . . .

amazing new freedom from service complaints.

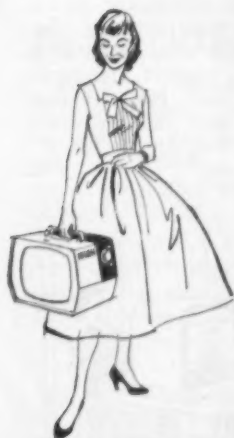
Over 12KV Picture-Power plus exclusive "Push-Pull" video circuit (found in no other TV, portable or full-size)! Provide crispest, clearest whites . . . richest, deepest blacks. No weak, washed-out, fuzzy pictures!

Full Tube Complement! Nothing left out . . . uses same number of tubes as 21" and 24" sets.

90° Aluminized Picture Tube makes smaller, more compact cabinet possible.

with 21" Console Performance...

POWERED TO PERFORM WHERE OTHERS FAIL!



"Just 27 lbs. ... with new
'smaller-than-all' look."

Top picture-performance even in suburban areas! Interference-free picture in difficult neighborhoods! Brilliant contrast for daylight viewing!

New Westinghouse Portable TV has features, power and performance-quality of fine, full-sized Consoles! Side-by-Side tests prove this superiority . . . give you a sales-clinching demonstration every time. And, this greatest-of-all business-builder is being announced to your customers this Fall with the biggest ad drive in Portable History. Westinghouse-sponsored Political Campaigns! Studio One Shows! Key City Newspaper ads! Dealer aids! It's all for you . . . cash-in with the 1957 Westinghouse Portable TV.

CALL YOUR DISTRIBUTOR NOW!

*Overall tube diagonal. Picture Tube area 105.4 sq. in.

Television-Radio Division, Meluchen, N. J.



WATCH WESTINGHOUSE

WHERE BIG THINGS ARE HAPPENING FOR YOU!

Big new heater with **BIG NEW SALES APPEAL!**

Arvin

Glass-panel AUTOMATIC



Quick, clean INFRA-RED radiant heat

It heats like the sun! Entire glass panel is the heating element, sending out *infra-red* rays which heat everything in the room—walls, furnishings, people—with a new kind of clean, quiet, effective heat that promotes health because it does not dry out the air.

Thermostat Controlled

This new Arvin Glass-Panel Heater is wholly automatic; built-in thermostat turns heater off as soon as room reaches the desired temperature; turns it on again when temperature drops. No moving parts, no noise, no dirt, no drafts. 1650-watt capacity. Red signal lights glow when heater is "on." Handsome gunmetal gray enamel finish with brass trim; self-leveling feet. A magnificent new electric heater that opens up a whole new market.

Model 5654 **\$54⁹⁵**

Six fine fan-forced automatics,

\$14⁹⁵ to \$34⁹⁵



MODEL 5534—Finest heater of its type, combining fan-forced and radiant heat. Two heats, 1650 watts and 1320 watts, controlled by Selector Switch; Signal light glows when heater is on. Safeguard Safety Switch cuts current instantly if heater is upset. Coppertone enamel, chrome grille, **\$34.95**.

MODEL 5529—Similar to 5534 but no signal light; 1650 watts only. Green enamel, chrome grille, **\$29.95**.

MODEL 5534—A deluxe fan-forced and radiant heater of compact, space-saving design. 1650 watts; Safeguard Safety Switch. Pearl enamel, chrome grille, **\$34.95**.

MODEL 5518—Similar to 5524 but fan-forced heat only. Coppertone enamel, chrome grille, **\$19.95**.

MODEL 5516—Smart styling in Williamsburg Blue, chrome grille. Safeguard Switch; 1320 watts, **\$16.95**.

MODEL 5514—Similar to 5516 but without Safeguard Switch. Handhold in back instead of on top. Brown enamel, chrome grille. Priced lower than many non-automatic heaters, **\$14.95**.

Plus two fan-forced non-automatics



MODEL 5510—Lowest priced electric heater in the Arvin line, yet it meets every basic requirement for portable auxiliary heat. 1320-watts. Safety guard rail; brown finish, pearl grille. A great price leader. **\$10.95**.

MODEL 5512—Similar to 5510, with on-off switch at top, two guard rails, handhold in back. Pearl finish, chrome grille, **\$12.95**.

National Advertising, Mats, Displays

Arvin Heater ads in The Saturday Evening Post, Ladies' Home Journal, Parents' Magazine, Farm Journal and Progressive Farmer make Arvin the world's most advertised heater line. Use powerful Arvin displays and free ad mats to tie in with Arvin's big national campaign—to make 1956 your biggest Arvin Heater year!

Electronics and Appliances Division, **Arvin INDUSTRIES, Inc.** Columbus, Indiana

First Step

— CONTINUED FROM PAGE 91 —

tuality at all the classes.

"The end of the course doesn't mean we'll stop instructing these men, either," Miles remarked. "We plan to provide them with more lessons on new materials and information as it is provided by improvements and changes."

Program Cost \$23,250

Adleta's program cost \$23,250—an amount termed "well-invested" by Miles since it provided 210 well-trained technicians as well as boosters of color TV.

Here's how Adleta lists expenses:

\$12,000—lessons and books.

\$3,000—cost to Adleta in cutting price of color sets to men.

\$2,000—introductory and graduation banquets.

\$1,750—hotel ballroom and lunch expenses in four cities.

\$300—travel expenses of Kasal.

\$650—prizes at program's end.

The best way to open the door for a prospect is with a smile!

\$1,000—tieclaps and cuff links for all enrollees.

\$1,800—estimated manhours cost for Kasal and two assistants.

\$750—miscellaneous (printing and mailing included).

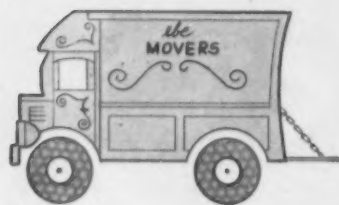
"We are proud of the fact that as a result of this investment, north Texas has the largest group of qualified color technicians in the country. It was the first program of its kind and applications to enroll came from as far away as England and Cuba.

"With increased color programming scheduled, we believe color sales will be greatly aided as a result of this training program through more enthusiastic servicemen. With them boosting color, dealers can feel more confident in approaching a prospect. He knows color TV is good. His serviceman vouches for that and the dealer knows, too, that he can fix it," Miles concludes. End



Ten Tested TV Promotions

CONTINUED FROM PAGE 93



Moving Man

Like to keep the good will of an established customer and at the same time get a lead on a new prospect? Harry K. Armstrong, of Armstrong's Electric Shop, New Holland, Ohio, has promoted good will by the simple expedient of promising a customer that he would move and reinstall their TV set should they move to a new home in his trading area.

"It helps to have a good reputation for service," says Armstrong. That is why I want to move the TV set when an old-time customer moves his effects to a new home in my area. I started the policy because of the fact that much service trouble arose from reconnection of the set by the moving concern".

When the family is moving it gives Armstrong the added advantage of usually being able to meet the new tenant, and perhaps gain an insight to his needs. Sales are not always made at this time, but it is an occasion to visit a person before they've settled their old set into new surroundings and grown used to it there. It's not a now or never deal, but Armstrong has found that it helps sales, and sooner or later the new tenant or the old friend whom he moved across town will remember him when it comes time to buy that new set. (E.M., October, 1952)

Tie-In With Local Events

Bill Ross, who owns Ross and Hill in industrial Stockton, Cal., has the advantage of selling TV in a town which is proud of its small, but football-famous College of the Pacific. It is an advantage which he turned to profit when he looked for a way to get his TV message across to the local population. It is however not an advantage uniquely restricted to either the community of Stockton nor to Ross and Hill. Ross simply made the best of an event of the type which occurs as part of the pattern of daily living in any community. From the town centennial to the Fourth of July there is a promotional angle waiting to be exploited in your town, a ready-made prospect

group for you to show your wares to.

Ross handled his particular advantage with a series of interconnected promotions built around the town's largest civic event, the annual College of the Pacific "Homecoming Festival". First he advertised widely the fact that he was offering a free TV set to the sorority or fraternity winning the float contest in the homecoming parade. Secondly he made arrangements for an elaborate float of his own, one keyed around the TV sets he was promoting. Thirdly he saw to it that presentation of the free TV set was made during halves of the festival football game, a presentation which added 25,000 persons to the nearly 30,000 who had seen his name and product during the course of the parade. Finally Ross had, the night before the game, held a western party at his store proper, during which the C.O.P. homecoming queen was presented, local bands and singers entertained, and the TV sets being promoted were continuously demonstrated. Split 50-50 with the distributor, the event boosted Ross and Hill volume by more than 350 percent over a similar period for the previous year, a promotion made successful by a home-town event and an idea.

(E.M., December, 1954)

Give-Aways Help

It's not a new idea in the business of merchandising appliances, but its one that bears repeating. Back in 1952 when dealers in Allegheny County (Pittsburgh, Pa.) were complaining because the steel strike of that year was hurting their business, dealer Harold Avery of Avery's Television, Rochester, Pa., was increasing sales with trade-ins. Avery's gimmick was a simple one. "To encourage prospects for trade-ins, I asked all my customers to send in friends who wanted to trade in an old set. If they sent in one customer who bought I gave them a waffle iron or sandwich grill. For two prospects that bought, I gave a deep fat fryer."

"Offering the customer a gift if they will send or bring in their friends is a good way to get in touch with owners of antiquated sets", says Avery. "Most customers like to talk about their new set and how big the picture is. Actually, customers make more customers. And if you've offered them a prize or gift they will be more apt to follow through and bring in new prospects. All of which will inevitably lead to increased sales through TV trade-ins".

(E.M., November, 1952)



From this  to this  in 1 1/2 minutes!

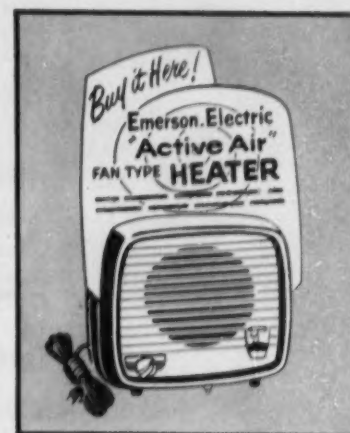


New Emerson-Electric fan-type heater gives quick, penetrating heat yet weighs only 8 lbs., lists at \$19.95

Here's styled comfort in a light, portable, high-capacity heater . . . plus all these extra features that sell:

- Specially designed cabinet for directional heat control. Handgrip on the back for convenient carrying.
- Simplified operation—one knob controls heater element, fan and thermostat.
- Quiet-operating fan, mounted on special induction motor that does not interfere with radio or TV reception.
- Increased safety for children and pets. Heater automatically switches off if upset. Cabinet exterior remains comfortable to the touch while heater is operating.
- Quality-built throughout to Emerson-Electric's high standards.

To assure extra sales and profits, contact your Emerson-Electric Distributor right away! And get Catalog No. H-62. THE EMERSON ELECTRIC MFG. CO., St. Louis 21, Mo.



Get this self-seller store display. Takes little space—does a big job of selling by pointing up buying advantages. Attractive 4-page consumer folders also available for pass-out or mail-out.

Emerson-Electric
of St. Louis • Since 1890



You profit when people read
"Skimpy Wiring" ads like this...

Kennecott's national campaign for better
home wiring with copper *helps you increase
your sales of electrical appliances.*

Use this FREE material for your
own better wiring promotions.

Send today for free reprints and poster-sized
blowups of Kennecott's latest full-page national
advertisements featuring "Skimpy Wiring." Get
free copies of the educational booklet, "The
ABC of Home Wiring." Ask for complimentary
Home Wiring Wall Chart, mat service folder
and list of at-cost prices of all material avail-
able. No cost, no obligation! Just write to
Kennecott Copper Corporation, Dept. M96,
161 East 42nd St., New York 17, N. Y.

The Best Wiring is Copper!

This ad appears in:
This Week and Chicago
Tribune (Sunday
Magazines)
Aug. 26, '56



He makes slow work of do-it-yourself jobs!

Weak, undersized "Skimp Wiring" actually holds back the electrical energy that gives muscle to motors. Don't expect new electric-drill bits or sharp circular-saw blades to speed your work if he is around. This current-stealing household pest can slow down and stall the finest power tools.

Find out how to rid your home of the many electrical ills symbolized by "Skimp Wiring". Learn how easy it can be . . . how little it can cost . . . to give your home the full **HOUSEPOWER** of an up-to-date copper wiring system. Talk it over with your local power company or electrical contractor.

Get FREE Booklet! "The ABC of Home Wiring." It clearly explains important facts about your electricity and how you can make it serve you better. For your free copy, just write: Kennecott Copper Corporation, Department L96, Box 238, New York 46, New York.



Kennecott Copper Corporation

Fabricating Subsidiaries: Chase Brass & Copper Co. • Kennecott Wire and Cable Co.

WHAT MAKES THE DIFFERENCE?



BEFORE

A Pittsburgh OPEN-VISION Store Front!



AFTER

It pays to keep up with the times . . . to have a store that's smart, modern, inviting. That's why so many forward-looking merchants have decided to modernize . . . and to use Pittsburgh Store Front Products. When you put a new Pittsburgh Open-Vision Store Front on your appliance store you are making an investment that will pay off for years to come.

Take this store, Art Lewis Home Appliances, Indiana, Pa. Before modernization it was just another place of business—dignified and static. But after a complete face-lifting with a Pittsburgh Open-Vision Store Front, it now has distinction—is an eye-stopper and attention-getter. A number of Pittsburgh Products were used on this job—Pittco® Store Front Metal, Carrara® Structural Glass, Pittsburgh Polished Plate Glass and a Herculite® Door with Pittcomatic® Hinge.

For more information on Pittsburgh Store Fronts, just send in the convenient coupon. We'll be happy to send you a free copy of our store front booklet.



Pittsburgh Plate Glass Company
Room 6355, 632 Fort Duquesne Blvd.
Pittsburgh 22, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name

Address

City State



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

Hi-Fi Door to Door

—CONTINUED FROM PAGE 95—

'loaded.' Our best customers are people who don't have money to waste."

Many introductions to potential customers come through the sales of LP records. Music Unlimited will get any record wanted by their customers, but they do most business in classical or jazz categories, with classical holding the leading edge. Larned and Kaiser will bring one or a dozen records to a customer's home and play them for their approval, meanwhile finding out what the customer's interests are and what he needs or is interested in for improved or additional equipment. "We seldom find anyone who has any kind of hi-fi equipment that doesn't need something. Almost invariably they will need a new diamond-tipped needle."

From Records, an Education

When the record-selling call is made, it gives Larned or Kaiser an ideal opportunity to explain the basis of hi-fi, and eliminate some of the misunderstanding that customers have about the term, "hi-fi" itself. "Many of our potential customers don't know what it's all about," reports Larned. "This is because too many people are trying to sell hi-fi merchandise—packaged and components—who know very little about hi-fi themselves. And this isn't just a local problem—it's national."

Adds Larned, "We find that after spending a few well-invested hours explaining the basis behind hi-fi that the customer is then more able to determine just what he wants in the way of component parts and just how much he is willing to spend."

Music Unlimited handles components in a wide range of prices, not only prestige items, but also

(Continued on page 152)



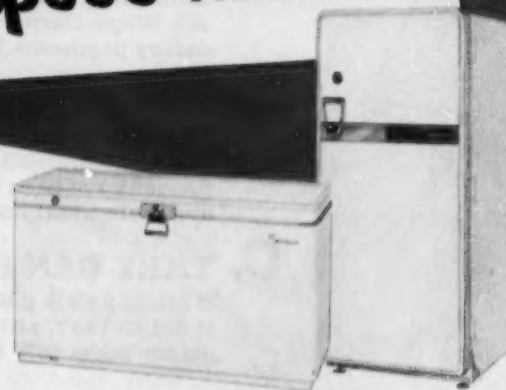
SELLS FREEZERS RIGHT NOW!

THE "BIG FOUR" SALES PLAN OF ACTION

WITH  **Whirlpool** FREEZERS

Page 1

everything you need to
turn prospects into customers...



SIZZLING PROMOTIONS! TERRIFIC SPECIAL! LOWEST PRICES!

DON'T MISS THIS BIG SALES OPPORTUNITY . . . GET THE STORY FROM YOUR



Whirlpool DISTRIBUTOR

RCA WHIRLPOOL HOME APPLIANCES

are products of **WHIRLPOOL-SEEGER CORPORATION**, St. Joseph, Michigan

WASHERS • DRYERS • IRONERS • RANGES • REFRIGERATION • AIR CONDITIONERS • DEHUMIDIFIERS

JOIN UP! . . . IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

Partners in selling YOUR 'KNOW-HOW'

In marketing...media...merchandising...in copy...art...production, American advertising ingenuity and accomplishments are boundless.

One reason for success is that advertising people trust their 'know-how' to media that 'can-do' the job of carrying their sales messages with all the force of the printed word, with all the authority of a valued friend—to specific markets.

WAGE-TOWN, U. S. A. is a distinctly different...highly profitable market!

In general, the term Wage-Town defines a particular social class...one whose families differ sharply from other segments of our society in their basic way of living and in their magazine reading preferences. Importantly, they are content with their social life and position and would be uncomfortable in places where white collar forms and customs are observed.

Wage-Town families closely match the status and incomes of their Wage Earner majority. Which means that:

A. FAMILY INCOME IS HIGH.

More than half of all U. S. non-farm families who have incomes over \$5,000 are Wage Earner families. (Wage Earners receive 57% of all U. S. wage and salary payments.)

B. SPENDING MONEY IS PLENTIFUL.

These families have more "loose money" to spend after basic costs of food, clothing, shelter, transportation to the job, medical care, and other fixed expenses have been accounted for. Wage Earners have 61% of the "loose money" available to all non-farm families.

C. THEY CAN BUY MORE, AND STILL HAVE MORE.

It takes 24.7% fewer hours of work today to earn the price of a new car than it did in 1947, although the dollar cost has gone up 18%. An electric refrigerator takes 16% less earning time although the price has gone up 32%.

The total buying power of Wage-Town is enormous. But you can approach it only by using the media which interest its families.

WAGE-TOWN reads TRUE STORY

Because TRUE STORY deals with situation, locales, and personalities that are familiar to Wage-Town families, Wage-Town women are easily able to see themselves involved in its stories. A recent study* finds that they also identify themselves—strongly—with the advertisements they see in True Story.

*By Social Research, Incorporated, Chicago
Sources: Kamp; SRDS; Starch, Nov. 1955; Macfadden Publications
Department of Marketing and Research

WAGE-TOWN
— U. S. A. —

WAGE-TOWN is one of America's most essential markets. Reach it...sell it...in TRUE STORY and the True Story FAMILY BEHAVIOR GROUP!

more appliances:

...OUR 'CAN-DO'!

This is important because:

76% of TRUE STORY's primary households are not reached by any of the four women's service magazines, or by all of them combined!

78% of those homes are not reached by any, or all, of the four major weeklies or bi-weeklies!

HERE'S HOW TO REACH AN EVEN LARGER SEGMENT OF WAGE-TOWN

The influence and power of 'true-type' magazines in Wage-Town is enormous...

The True Story FAMILY BEHAVIOR GROUP

(TRUE STORY • TRUE ROMANCE • TRUE EXPERIENCE • TRUE LOVE STORIES)

delivers an imposing

4,000,000 circulation

to give you a solid lien on the real hard core of Wage-Town potential.

This, too, is a virtually exclusive segment:

77% of True Story FAMILY BEHAVIOR GROUP households are not reached by any of the four women's service magazines, or by all of them combined!

70% of those homes are not reached by any, or all, of the four major weeklies or bi-weeklies!

True Story

the service magazine read by Wage-Town families.

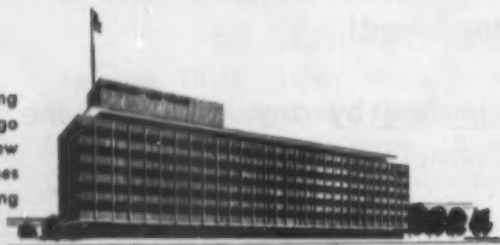
in Chicago...

it
takes
2



Sprawling Chicago can't really be reached by any one daily newspaper. Fact is: no one paper here reaches even half the people. You need two papers to reach a majority—and one of them must be the Chicago Sun-Times. Reason is: the Sun-Times hits the younger market. Fact is: the Sun-Times *alone* is read by more young women (under 35) than any other paper in this giant market!

Growing
with Chicago
... the new
Sun-Times
building



CHICAGO
SUN-TIMES

NEWSPAPER OF THE NEW CHICAGO!

211 W. Wacker Drive, Chicago

250 Park Avenue, New York

Hi-Fi Door to Door

CONTINUED FROM PAGE 148

parts that will meet the average man's wallet, too. They can rig up a home hi-fi outfit for as little as \$195. Better speakers and cabinets, of course, can up the cost considerably.

Showroom in the Home

The actual demonstration of equipment is the most unique part of Music Unlimited's operations. Varieties of every component are brought to the potential customer's home, then set up so that they can be heard as they would actually sound after complete installation. Units are rigged so that the salesman-demonstrator can switch readily from one unit to another, enabling him to let the customer hear the differences of sound quality.

If an appointment is arranged to introduce a family to the new world of hi-fi, Larned and Kaiser take out what parts are needed for an adequate demonstration. They use no truck, but put the components in the back seat and trunk of one of their automobiles. If an unusually large speaker is demanded, they hire a private hauler to take that component separately.

Some important points in Music Unlimited's home demonstration and sales policy: Equipment is never left in a prospective customer's home for him to tinker with at his leisure, since the "tinkering" could wreak havoc with up to \$2,000 worth of equipment. Most business is done on a cash

basis. Where credit is demanded by a customer, it is handled by a Denver bank on a non-recourse method. With a relatively-small company, Larned and Kaiser feel this is the only safe method to do business.

No attempt is made to take equipment out on blind leads. After Larned or Kaiser are in the potential customer's house, they can then determine if the customer is in need of new equipment or is even interested.

Music Unlimited's staff and office facilities are modest. Salesroom and storeroom are in the front of Larned's home, and Larned's wife acts as secretary. She also uncovers additional leads by calling homes of professional men—lawyers, doctors, dentists, etc.—and thus expanding Music Unlimited's contacts. The firm is open for business seven days a week, and from 9 am to 10 pm. Right now, 85 percent of the business comes by appointment, but Larned and Kaiser expect this appointment-business percentage to drop as the firm expands. Ninety-six percent of the firm's customers come back for repeat sales. And almost every initial visit results in sales.

Berle Larned and Henry Kaiser and their methods are doing well in Denver. And the scope of their future opportunities is reflected in a name that's getting better-known every day in the Denver area—Music Unlimited. End



REPEAT SALES are made to 96 percent of the firm's customers. Here, on a third visit, Larned shows how a tuner and pre-amp will improve system.

NEW Estate RANGES AT NEW LOW PRICES!



**BUILT-IN
GRIDDLE**
converts to
**GIANT 5th
BURNER**

Bar-B-Kewer
**MEAT
OVEN** gives
charcoal-like
flavor to meats

**DOUBLE
OVENS**
each one with
**RADIANT
BROILER**

MODEL E-199
40" ELECTRIC RANGE



MODEL G-125
40" GAS RANGE
Complete with
Bar-B-Kewer meat
oven

RCA ESTATE and RCA WHIRLPOOL HOME APPLIANCES
are products of
WHIRLPOOL-SEEGER CORPORATION
St. Joseph, Michigan
WASHERS • DRYERS • IRONERS • REFRIGERATION • RANGES
AIR CONDITIONERS • DEHUMIDIFIERS

**PRICED TO OUTSELL
ALL COMPETITION...SEE YOUR**

 **Whirlpool**
DISTRIBUTOR

JOIN UP...IT'S EASIER TO SELL RCA ESTATE THAN SELL AGAINST IT!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

for 1957 from BENDIX

The MOST COMPLETE

Now! a new Duomatic Washer-Dryer line—3 models of this world's first completely automatic one-step-washday appliance!



CGR-C

Here's the world's most advanced washday appliance—the Duomatic combination washer-dryer all-in-one. First introduced by Bendix 4 years ago, this history-making unit has been redesigned for 1957 with new features, new beauty, and is now offered in 3 models for greater price flexibility. Every Duomatic washes cleaner . . . dries faster . . . gives greater safety than any other home laundry appliance!

New Custom Duomatic—CGR-C electric or CGV-C gas: Completely restyled for breath-taking beauty. Features new Keyboard Control Panel, Water Miser Control for size of load, choice of 6 different wash and rinse water temperatures.

New Deluxe Duomatic—CGR electric or CGV gas: Entirely new Duomatic model for special price appeal but with all the famous speed and convenience. Offers choice of 2 water temperatures, has illuminated dials, automatic door switch.

Leader Duomatic—CFR electric or CFV gas: Advertising leader to completely round out the Duomatic line. New Duomatics are available in 3 decorator colors or gleaming white.

Two great brand names from one single source

crosley and bendix
HOME APPLIANCES

KNOWN FOR THE NEWEST . . . RESPECTED FOR THE BEST

DIVISIONS OF AVCO MANUFACTURING CORP., CINCINNATI 25, OHIO

In Canada, Crosley and Bendix Products are manufactured and distributed by Moffats Limited, Weston, Ontario

home appliances

home laundry line ever offered

... makes every homemaker in town your prospect!

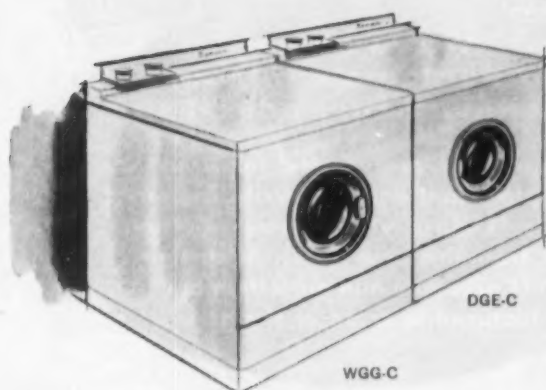
Never before has a series of home laundry appliances been introduced like this fabulous, entirely new Bendix line for 1957! Engineered to provide new "years ahead" convenience features and redesigned for new breath-taking beauty, it's easily the most complete, most versatile, most striking laundry line ever offered.

No other competitive line can offer a combination washer-dryer time-tested for over 4 years in thousands upon thousands of homes—and now in 3 price-planned models. No other line offers 3 different washing actions—Tumble Agitator, Power

Surge or conventional agitator. No other includes the world's fastest, safest dryer or so many perfectly matched washer and dryer twins. No other compares in the broad range of price appeals, the options of gas or electric, the choices in color, in size and portability to meet every space demand.

Best of all, every one of these Bendix laundry appliances can prove itself in action—to your prospects in efficiency, to yourself in sales. They are products you can demonstrate with confidence ... sell with record-breaking consistency!

Now! A product for every home laundry purpose ... for every homemaker's purse!



New "Perfect Pair"—a new feature-packed TUMBLE AGITATOR washer pairs up with a beautiful new SUPER-FAST DRYER!

Featuring the safest, yet most thorough washing action known, Bendix Tumble Agitator washers get clothes cleaner, safer than any other washer made. Restyled for 1957, there are also now 3 models in the line. And the new Tumble Agitator perfectly matches the new Super-fast dryer—the world's fastest—safest dryer.

New Custom Tumble Agitator — WGG-C: New 6-temperature water control. New illuminated controls on back panel. Features Water Miser and Water Warden for most economical washing method known.

New Deluxe Tumble Agitator — WGG-D: Economy version of the Custom model—but

still offering the same convenience and efficiency.

Leader Tumble Agitator — WFG-D: Special model for use as traffic-building advertising leader.

New Super-Fast Dryer — DGE-C electric or DGF-C gas: Dries twice as fast as ordinary dryers—safer for clothes, because of exclusive Bendix low-heat, high-airflow drying principle. Now with inside ultra-violet light for sunshine freshness, new interior finish.

Custom models available in 3 colors or white.

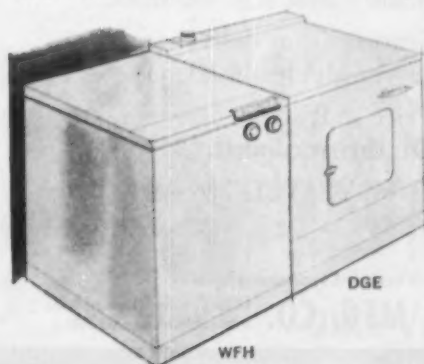
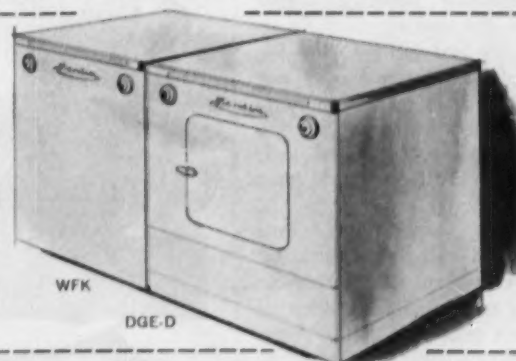
New "Formica Pair"—new POWER SURGE washer makes an identical twin to a new DELUXE DRYER—both with formica tops!

Custom Power Surge Washer — WFK: Employs the world's newest washing principle—washes with "energized water". Has only 3 basic parts for lowest maintenance. Offers delicate fabrics cycle and 2-temperature water control. Formica top for housewife appeal.

Deluxe Power Surge Washer — WFL: Same operating features as WFK but with porcelain top instead of formica—for extra price appeal.

New Deluxe Dryer — DGE-D electric or DGF-D gas: Newly designed with controls at front to match Power Surge washer perfectly! Low-heat, high-airflow principle gives rapid drying with safety for all fabrics. Formica top adds beauty, convenience. Also makes an ideal pair with formica top Economat washer.

Formica tops available in 8 handsome colors and in striking designs.



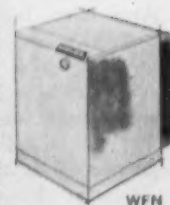
2 New "Economy Pairs"—both the budget-wise ECONOMAT and famous DIALAMATIC washers now pair-up with the new low-priced ADVANCE DRYER!

Economat Washer — WFK: World's lowest priced fully automatic washer! Offers more exclusive features than machines twice its price. Ideal for prospects who prefer agitator washers—and want one at lowest cost. Rolls on casters, too. (Available with formica top as Model WGH.)

Dialamatic Washer — WFN: World's finest semi-automatic washer at a wringer-washer

price. Rolls to work, can be stored in a closet. Perfect for apartments and small homes.

New Advance Dryer — DGE electric or DGF gas: For 1957, this lowest-priced Bendix Dryer has been completely restyled to stand beside either the Economat or Dialamatic washer for an attractive washer and dryer pair at rock-bottom cost.



Demonstrate a Range

—CONTINUED FROM PAGE 99—

trance of the Meriden Armory. It was directly opposite Connecticut Light and Power's adequate wiring "game" which drew good crowds throughout the show. In addition, Halvorsen's range display was located at the end of his display space, immediately adjacent to a booth from which the Meriden radio station originated show broadcasts. Interest in these broadcasts helped draw traffic to Halvorsen's display.

Demonstrating at a public showing poses a number of problems. For one thing the wiring must be checked to make sure it will handle a range. In Halvorsen's case, a check of the Armory wiring resulted in a hurry-up call to distributor headquarters for a special element to replace the 230-volt unit already in the range.

Halvorsen also had to be sure that there was an outlet readily available for a refrigerator since there were no facilities in the Armory itself for the storage of food necessary to the range demonstration.

Another preliminary step, suggested to Halvorsen by distributor field sales manager Charles Keeney involved the display of a second range on an elevated platform. Keeney reasoned that when crowds gathered for the demo only those in the front row would be able to actually see the "vertical broiler" which the home economist was talking about. The elevated range made it easy for Margaret Edwards, the Plymouth home economist who ran the cooking show, to refer quickly and easily to the feature she was discussing. It also made it possible for Halvorsen to demonstrate the range and its broiler to passersby without making it necessary for them to bend down.

Satmary's preparations were somewhat simpler. He knew exactly what current was available in his store and no adjustment of the range was necessary on this score. He had conducted demos before and knew exactly how much floor space had to be cleared to accommodate the 100 chairs which were set up three hours before show time.

Clearing floor space, however, can be something of a headache. Moving merchandise out of the store is not only hard work, it also defeats one of the advantages of an in-store demonstration. Women who attend the showing

(Continued on page 157)

POWERFUL NEW CO-OPERATIVE LOCAL NEWSPAPER ADVERTISING PROGRAM makes it easier than ever for you to sell CADILLAC VACUUM CLEANERS ...the line that offers more profit per unit

We're all set to participate in your local newspaper advertising

Ad mats are now ready for Cadillac distributors and dealers. Write for proof sheets. Choose your business-getting ads from this new series. Attractive **FREE** premium and gift offers are featured in some of the ads.

WRITE FOR COMPLETE INFORMATION

Let us tell you how we'll participate in your local advertising program. Find out how we can help reduce your advertising costs. Learn how the McCall's "USE-TESTED" certification of performance is featured in Cadillac local newspaper and national magazine advertising. **McCall's "used it and liked it!"**

Model 888 The only canister-type cleaner with a 2-SPEED MOTOR!

- Beauty that sells on sight.
- Features that deliver fast, thorough cleaning.
- Price that sells the thrift-minded.
- "USE-TESTED" by McCall's

Cadillac
QUIK-VAC

Vacuum Cleaner Division
CLEMENTS MFG. CO. 6650 S. Narragansett Ave.
Dept. A, Chicago 38, Ill.

Cadillac . . . the quality name in vacuum cleaners since 1910

New sales boosting ads are working for you in **NATIONAL MAGAZINES** ...preselling quality-conscious buyers on **CADILLAC Quik-Vac** ...the cleaner that carries the McCall's **USE-TESTED tag**

Cadillac is launching a new series of national ads featuring that all-important exclusive: Cadillac's 2-speed motor.

Prominently mentioned in these ads is the fact that Cadillac cleaners have passed exacting tests in the product-testing laboratories of McCall's magazine.

From now on, every Cadillac cleaner and advertisement will carry the famous McCall's "USE-TESTED" tag of approval.



USE-TESTED
by **McCall's**

✓ **Creates customer confidence!**

✓ **Furnishes quick product information for salesmen or shoppers!**

✓ **Clinches sales!**

Don't miss this profit opportunity!

Plan now to use Cadillac's co-operative newspaper advertising to tie in with our National Ad Program. Right now, while you're thinking about it, write us for full information.

Cadillac®
QUIK-VAC

Vacuum Cleaner Division

CLEMENTS MFG. CO. 6650 S. Narragansett Ave.
Dept. A, Chicago 38, Ill.

... Sold only through reliable distributors and dealers

Demonstrate a Range

—CONTINUED FROM PAGE 156—

don't have an opportunity to examine as wide a range of appliances as are normally displayed in the store. Satmary overcame this obstacle to a certain extent by lining the walls of the store with a "sampling" of appliances. Then, if a visitor showed more interest in a specific product she would be taken to the combination shop-garage immediately behind the store to see the item in question. Just before the cooking demo got underway Satmary noticed two women examining a deluxe automatic washer he had left on the store floor. When he found price an obstacle he took them out to see a similar but less expensive washer which had been moved into the garage. The result was a sale on the spot.

Staging the show was considerably easier in the store. For one thing the demonstrator could park immediately alongside the store and had little trouble in carrying in her props and tools. In an armory show she may be forced to park several blocks away and make several long, tiring trips before she is completely set-up. In addition, many of the "little things" which are overlooked until the last moment can be found readily around the store. A good example in Satmary's case was the need for an extra card table and table covering. In a public building this might have involved a trip out of the building.

IV. THE INTANGIBLES

Those are some of the specific advantages and disadvantages of each type of demonstration. But in addition there are intangibles which must be considered.

For one thing many dealers feel that they have an obligation to support civic ventures like a Home Show or Products Show. This may (Continued on page 160)



"OF COURSE MY CREDIT RATING IS BAD! IF IT WERE ANY GOOD I WOULDN'T BE BUYING BLACK AND WHITE, WOULD I?"

MILLION DOLLAR

"Men who know
light best" will
convince your
customers!...



North Woods
Guide



HOVERLY
HARDWARE
Policeman



Truck Driver



Airline
Crew Chief



Farmer



Night
Watchman

Cash in!...
get Ray-O-Vac Displays
up Front in your store



See your jobber for these "hot" items...
they'll help you sell complete Ray-O-Vac line

1¢ SALE



Unique new sleeve display—stack 'em up, tack 'em up, string on wires or use individually for eye catchers.

M290—Offer your customers a miniature Ray-O-Vac flashlight for just one cent! The M290 contains six popular standard Ray-O-Vac chrome-plated flashlights with 3-position switch and flasher button (\$1.85 value) and six miniature replicas of this streamlined light. The miniatures are excellent 59¢ values, but the M290 is priced to let you sell them at just 1¢ each... and still realize your full profit on the deal! One package includes full-color display for counter or window and sleeves for flashlight bin.



\$169 value... can be sold for 98¢

M285 Sentry Special—Here's a real bonus flashlight deal you can get with your regular supply of sealed-in-steel Ray-O-Vac flashlight batteries—repeated from last spring because production fell behind demand before all dealers got their share. The M285 consists of six J22R 2-cell flashlights, chrome-plated on the outside, copper-coated on the inside. Attractively carded as a real impulse item. Manufactured to sell for \$1.69—you realize full profit at just 98¢, but sell them for as much as you please! This time there are plenty for all. Be sure and ask for yours!

RAY-O-VAC COMPANY, MADISON 10, WISCONSIN

RAY-O-VAC PROMOTION

Nation-wide TV, Radio!

130 stations reach most radio, TV homes in America, including those near you!

Money-maker assortment

M8000 permanent merchandiser assortment—Spectacular combination of popular lazy-susan-type flashlight display with jumbo battery bin. Turns a few square inches of counter space into a complete flashlight department with maximum appeal. "Buy-me" self-salesman puts your flashlight and battery business on simplest possible basis for you—all flashlights and batteries are prepriced! Sturdy, appealing M8000 display is permanent store equipment designed to keep your flashlight and battery stock moving fast.

Merchandise with display includes one dozen assorted flashlights Nos. K22F, Z22R, Z22B, and J24R; 96 No. 2LP batteries and 12 No. 1LP batteries.

Flashlights and batteries were selected from Ray-O-Vac's top-value, fastest moving numbers. The new J24R features a polystyrene red safety lens ring and adjustable road stand. A limited number of these attractive assortments will be available. Be sure to speak early!



50th Anniversary Special!

M345 Home and Auto Kit—A \$4.43 value on which you collect your full profit at just \$3.98. Two matched flashlights—for the home and for the road—plus four sealed-in-steel 2LP batteries in an attractive reusable styrene case... all packaged as appealing display kit. The J22R regular Ray-O-Vac flashlight

is a beautiful and durable chrome-plated steel prefocused spotlight, just right for household use. The new J24R chrome steel light features a shatterproof red polystyrene lens ring which gives a warning side glow, plus a handy built-in folding stand that allows the light to stand in any position.

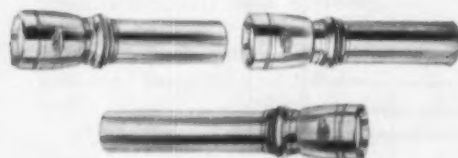
Styrene battery box is reused for fishing tackle, sewing accessories, screws, jewelry, etc.—conveniently transparent, four compartments. The M345 is an excellent any-day seller, a natural as a gift item.



YOU'LL NEED THESE PROVED PROFIT-BUILDERS, TOO, FOR YOUR COMPLETE FLASHLIGHT AND BATTERY DEPARTMENT

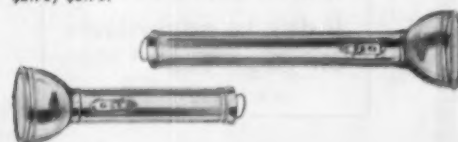
Handyman Flashlight

No. RT12, RT22, TR32—Popular new lights distinguished for style and exclusive push-pull ring switch. A new idea in flashlights—ends fumbling for switch. Prefocused spotlight in three popular sizes. Individual or group displays. Retail price \$1.75 to \$2.25.



Woodsman® Flashlight No. Z33R, Z53R

Powerful lights that pierce blackest night with 3500- to 4000-foot beam. 3-cell or 5-cell power, full 3-inch aluminized reflector, ring hanger, removable end cap, 3-position switch. Sturdy chrome steel construction. Retail price \$2.95, \$3.95.



Nite-Hawk® Headlite

No. 298—Nite-Hawk Headlite is packed in an individual carton, with a waterproof battery-carrying pouch. Prefocused. Uses 6-volt lantern battery No. 941. Clear, unbreakable lucite lens. Full 3" aluminized reflector. Completely adjustable elastic headband, convenient line switch. Retail price \$2.98.



Hunter® Lantern No. 398

Versatile! Carry, hang up, or set on end. Swivel head... use in any position. Shines over a mile. Use either 2LP batteries or 941 6-volt lantern battery without change of bulb. 3-position switch with signal button conveniently located on top of handle. Attractively packed in individual display carton. Retail price \$4.95.

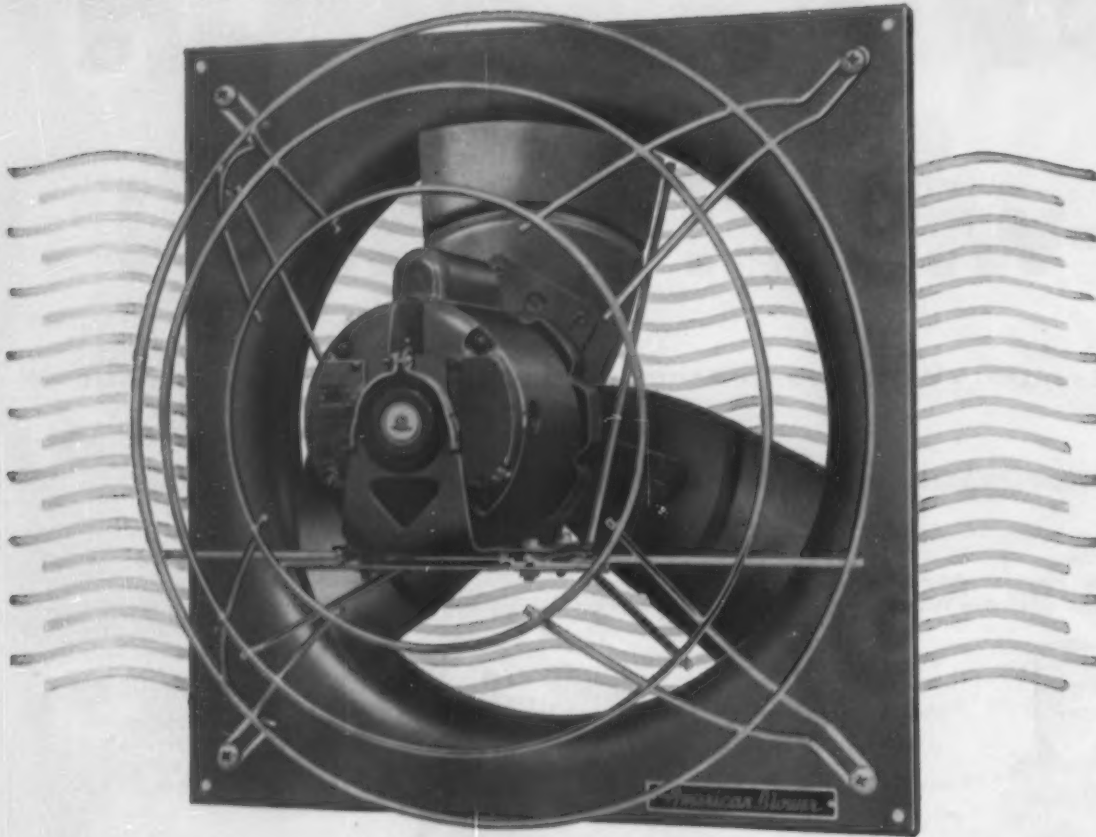


Ray-O-Vac Leak Proof Batteries

No. 2LP—World's most popular flashlight battery... billions sold. Completely sealed-in-steel, top, bottom, and sides. Stays fresh for years. Guaranteed against swelling, leakage, damage to flashlights. Retail price 15¢ each.



DIVISION OFFICES: 212 East Washington Ave., Madison 10, Wisconsin
1338 Madison Avenue, Memphis 4, Tennessee • 461 Market Street, San Francisco 5, California
1775 Broadway, New York 19, New York • Ray-O-Vac Canada, Ltd., Winnipeg



Streamline inlet gives higher efficiency, quieter operation

This is only one of many engineering and design features which make American Blower Ventura Fans a popular choice for all types of commercial and industrial applications—from cafeterias and laundries to sales rooms and warehouses.

Ventura Fans operate quietly as they whisk away stale air or fumes; have certified ratings; come in a wide range of sizes and models. Fact is: American Blower has a complete line of propeller fans—as well as blowers, attic fans, and home ventilators . . . a good reason why it pays to *standardize on American Blower*.

Why not call our nearest branch today for full information.

IT PAYS TO STANDARDIZE ON THE AMERICAN BLOWER LINE!

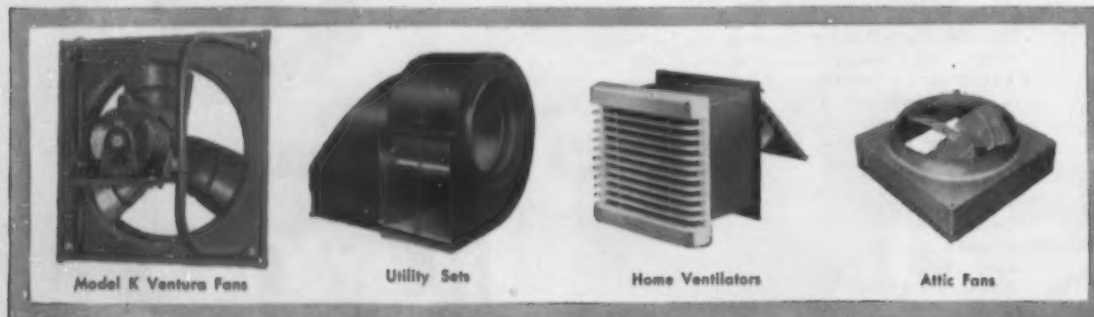
- **Ventura Fans** for efficient commercial and industrial ventilation; propeller type; 10 to 72 inches. Certified ratings.
- **Utility Sets** for general supply or exhaust duty. Ratings certified; self-contained. Sirocco wheels, 3 to 36 inches.
- **Aeropel Home Ventilators** for use in kitchens, bathrooms, recreation and laundry rooms. Attractive design; quiet; easy to install.
- **Attic Fans** for comfort cooling at low cost in homes, apartments, hotels. Ratings certified; vertical or horizontal models.

AMERICAN BLOWER



Division of AMERICAN-Standard

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN • CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO



Model K Ventura Fans

Utility Sets

Home Ventilators

Attic Fans

Demonstrate a Range

—CONTINUED FROM PAGE 157—

very well be the deciding factor in the dealer's decision to exhibit at a given event. Once the decision has been made it may be worthwhile to schedule a cooking demonstration in conjunction with the event, even though a demonstration under such circumstances poses certain problems.

Then, too, in a homogeneous market, a city-wide showing gives a dealer an opportunity to expose himself and his merchandise to new customers. A demonstration, particularly of a radically new product, is helpful in drawing attention to the dealer's booth.

On the other hand, it's harder to provide the "personal touch" in such a showing. A demonstration in a showroom gives the dealer a chance to screen his audience beforehand. In addition, he has an opportunity to talk with guests

Never give credit to a politician—unless you're sure he's going to win.

personally as they arrive and can capitalize immediately on any interest shown in appliances. Finally, a woman who makes the trip to the store to see a demonstration is evidencing a degree of interest in that specific product which the visitor to a big public show has not yet shown. This gives the dealer a head start in turning interest into desire and finally into a sale.

Who Was Right?

For all these reasons it's impossible to say which is best—an in-store demo or a public showing at an event like a Home Show. Both Halvorsen and Satmary were well pleased with the respective cooker-amas. But both recognize merits in the other's approach. After the Products Show Halvorsen arranged demos in his store. And if a suitable show comes along it's a good bet that Satmary would be willing to participate. End

TO FIND AN ADVERTISEMENT

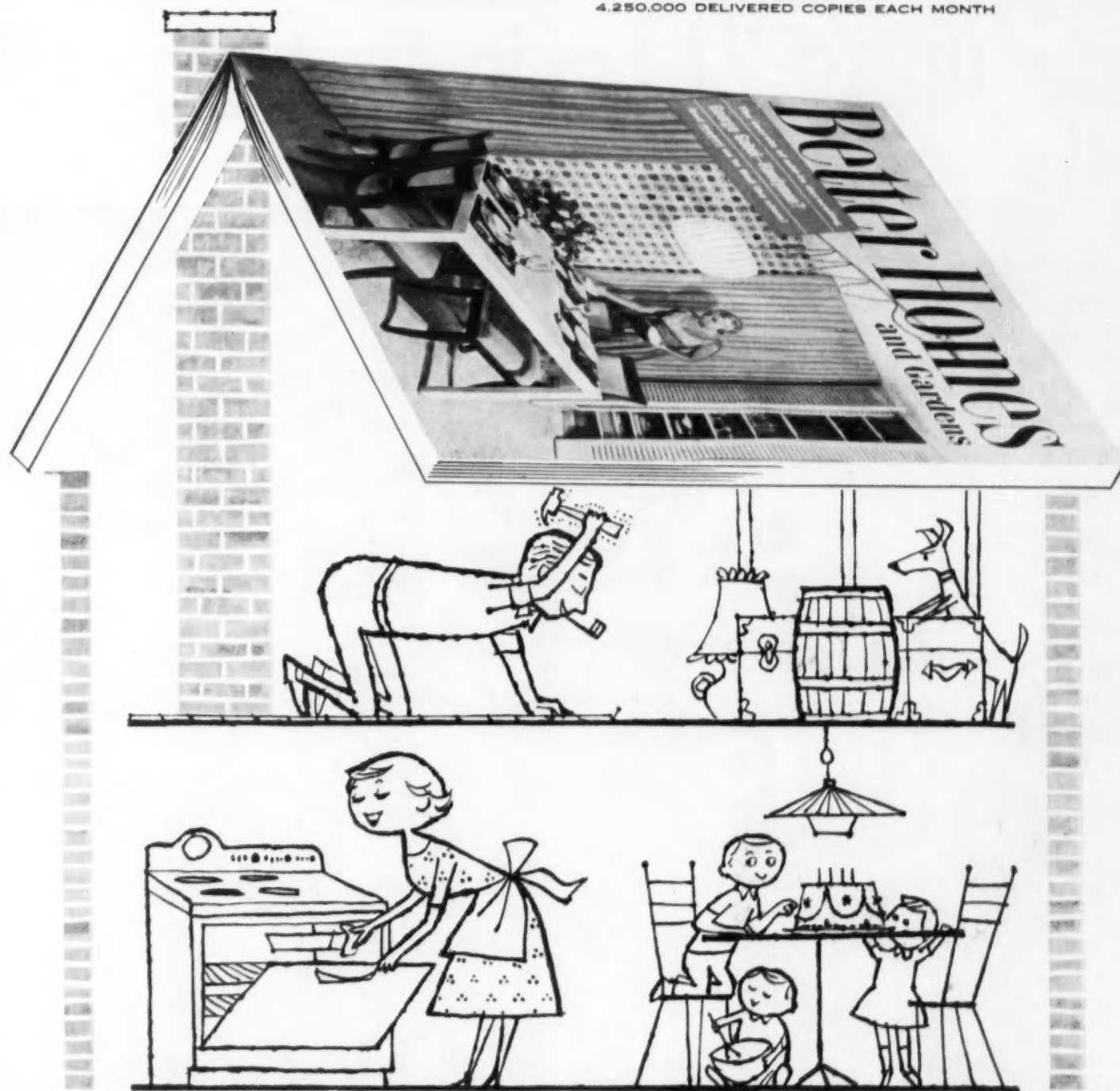
See the year 'round marketplace . . .

Index to advertisers on page 268

month after month...

**15½ million* men and women "live by the book"
...and the book is Better Homes and Gardens!**

4,250,000 DELIVERED COPIES EACH MONTH



The pages of BH&G are so rich with "how-to-do-it" that 5,750,000 readers clip articles and ads from "the book". Are they used? 5,300,000 say they referred to clippings within the past few weeks... to help them live better, eat better, buy better!

**15,500,000 people read an average issue of BH&G. One-third of the 123,800,000 people 10 years of age and older in the U.S. read one or more of every 12 issues. That's 44,150,000 people who read Better Homes & Gardens—and over 40% of them are men!*

during the year...

**1/3 of America reads
Better Homes and Gardens!**

Meredith Publishing Company, Des Moines 3, Iowa

*A 12 Months' Study of BH&G Readers. Alfred Politz Research, Inc., 1956

New General Electric Wall up to 21-cubic-foot capacity



The General Electric Wall Refrigeration Center is available in Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown—or White.

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or erecti

Refrigeration Center offers in free-standing unit

Display it on your selling floor for more unit sales! You can sell the complete Center as a package—or sell one, two—or more—units individually to suit your customers' needs.

One of the wonderful advantages of this beautiful General Electric Wall Refrigeration Center is that it creates a *wider market* for the dealer.

With this one display, you can feature an 11-, 16- or 21-cubic-foot Refrigeration Center to suit almost every customer's individual needs.

For example, you can demonstrate the 16- or 21-cubic foot center shown at left. It includes the 11-cubic-foot Wall-Refrigerator-Freezer plus one or two 5-cubic-foot General Electric Roll-Out Freezers *under the counter*.

Or, for customers interested in a smaller center, or those who would rather have more cabinet space, you can sell the 11-cubic-foot G-E Wall Refrigerator-Freezer with

extra General Electric base cabinets in place of the under-counter freezers.

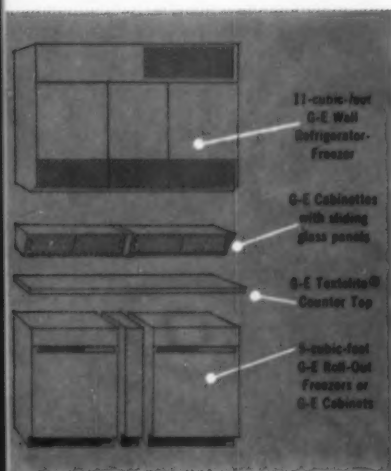
So versatile

The G-E Refrigeration Center may be installed as a room divider, as shown at left, for dramatic effect. Or, it may be placed against an existing wall. Or, the Refrigerator may be recessed into the wall or hung on the wall like a cabinet. Never before have there been so many possibilities for your prospects—or sales opportunities for you.

See your General Electric distributor for complete details. Household Refrigerator Department, General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

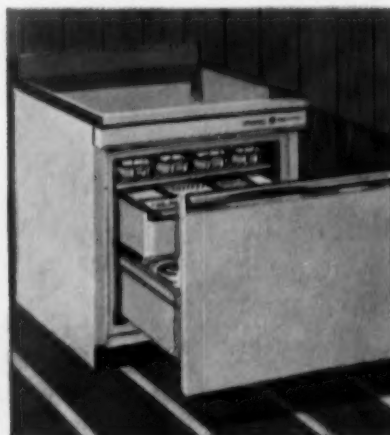


These are the various units. Install one, two, three or more units for any arrangement. Appliances are simply "stacked on." Saves the cost of finishing an exterior wall or erecting a partition wall.

G-E Wall Refrigerator-Freezer or G-E Roll-Out Freezer may be installed separately!



G-E Wall Refrigerator-Freezer. Everything at your eye level. Everything is easily accessible. And because this appliance hangs on the wall, floor space is gained for extra counter surface and base cabinets.



G-E Roll-Out Freezer holds up to 173 pounds of frozen foods. Freezer glides out smoothly and silently like a filing cabinet. Top section holds the foods you use most. Bottom section holds bulky foods.

she saves
half the time...

boss saves
all the cost...

National's adding machine . . .

Live keyboard* with keytouch adjustable to each operator!

Saves up to 50% hand motion—and effort! Never before have so many time-and-effort-saving features been placed on an adding machine.

Every key operates the motor! So you can now *forget the motor bar!* No more back-and-forth hand motion from keys to motor bar. Think of the time and effort this saves.

Keyboard is instantly adjustable to *each* operator's touch! No wonder operators are so enthusiastic about it. They do their work *faster*—with up to 50%

less effort. New operating advantages, quietness, beauty.

"LIVE KEYBOARD" with Adjustable Key-touch plus 8 other time-saving features combined only on the National Adding Machine: Automatic Clear Signal . . . Subtractions in red . . . Automatic Credit Balance in red . . . Automatic space-up of tape when total prints . . . Large Answer Dials . . . Easy-touch Key Action . . . Full-Visible Keyboard with Automatic Ciphers . . . Rugged-Duty Construction.

A **National Adding Machine** pays for itself with the time-and-effort it saves, then continues savings as yearly profit. One hour a day saved with this new National will, in the average office, repay 100% a year on the investment. See a demonstration, today, on your own work. Call the nearest National branch office or National dealer.

*TRADE MARK REG. U. S. PAT. OFF.

National
ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES

THE NATIONAL CASH REGISTER COMPANY, DAYTON 9, OHIO
989 OFFICES IN 94 COUNTRIES

How Much Do People Spend

CONTINUED FROM PAGE 103

type of vacuum cleaner ran only \$2.01.

Families in Rawlins, Wyoming, spent \$14.36 per family or more than five times the national average for upright vacuum cleaners. Elko, Nevada, consumers spent \$9.79 and families in Newark, Ohio, averaged \$9.44 for this type of cleaner. Families in six cities out of the 91 surveyed did not buy any upright models. These six are: Grand Forks (N. D.), Laconia (N. H.), Little Rock (Ark.), Salina (Kans.), Shawnee (Okla.), and Wilmington (Del.).

Tank Vacuum Cleaners

Throughout the urbanized areas of the nation, average family spending on tank vacuum cleaners was quite a bit higher than the upright models. The average urban family in the country spent \$4.05 on this type of cleaner. Families located in the larger cities of the West spent, on the average, \$4.63. In southern smaller cities, families spent the least (\$2.88 per family) for tank models.

Lodi, California, families spent the large sum of \$14.51 each on vacuum cleaners of this type. This expenditure was about 3.5 times the national average. Families in Antioch, California, and Albuquerque, New Mexico, averaged about \$7.70 on tank models. Consumers in Columbia, Tennessee, Jackson, Mississippi and Nanty Glo, Pennsylvania, according to the Consumer Expenditures Study, did not purchase any of this model.

Automatic Washing Machines

The average city family unit in the United States spent \$11.23 on automatic washing machines in 1950. According to this survey, Southerners attempted to have both the cleanest and dirtiest clothes in the nation. In the big cities of the South, families spent more than \$14 each on automatic washers while families in the smaller cities of the same section of the country spent only \$7.53 per family.

On the average, families in Antioch, California, spent \$36.42 on automatic models. Elko, Nevada, consumers spent \$33.80 while Bangor, Maine, families spent just under \$30 on this type of washing machine. Based on the results of this survey, Bloomington, Illinois; Garrett, Indiana; and Cheyenne, Wyoming, families did not purchase any models of this type of machine.

Non-Automatic Washing Machines

United States urban families

spent \$6.31 per family on non-automatic washing machines in 1950. This was considerably less than families spent on automatic models. Families in the smaller towns of the West spent nearly \$8 per family on non-automatics. At the other extreme, southern families in smaller towns spent only \$4.71 on this type of washer.

Ravenna, Ohio, families spent the most of any of the families in the other 90 cities covered by the survey. The average family in Ravenna spent \$21.26 on non-automatic washing machines or about 3.5 times the national average. Families in Antioch, California, must have had the cleanest clothes in the nation in 1950. Perhaps a big promotional campaign went on that year in Antioch because they ranked first in spending on automatic washing machines and second in spending on non-automatics. Antioch families actually spent \$18.03 on this type of washer while families in Middletown, Connecticut, spent only a little less, \$17.29. Families in Demopolis, Alabama; Fayetteville, North Carolina; and Pecos, Texas; purchased none of these models.

Radios

Family spending on radios in 1950 was very low, only \$3.18 per family in urban areas. Families spent the most, \$4.36 per family, in southern cities with populations of less than 50,000. The least amount spent on radios (\$2.67 per family) occurred in the northern big cities where the emphasis clearly was on television.

Family units in Elko, Nevada; Pecos, Texas; and Pulaski, Virginia; spent more on radios than did families in the other 88 cities or towns of the survey. Of course, families in these three areas did not purchase any television sets. Elko families spent \$16.14 on radios or more than five times the national average. In Pecos the average family expenditure for radios was \$11.39 while in Pulaski it was a little below \$10. Less than \$.75 was spent on radios by families in Glendale, Arizona; Camden, Arkansas; and Cooperstown, New York.

Television Sets

The average family in urban America spent \$33.77 on purchases of television sets in 1950. It must be remembered that 1950 was second only to last year in television sales. However, the market was not evenly distributed because many southern and western areas had few if any television channels avail-

(Continued on page 168)



"We rarely see burned out Klixon protected motors" — says leading West Coast motor repair shop owner

LOS ANGELES, CALIF. George Larsen of Larsen-Hogue Electric Co., the largest electric motor repair shop on the West Coast — a shop that has never closed its doors since opening business in 1948 — has this to say about Klixon Protectors:

"We highly recommend Klixon protection when they are applied by the original motor manufacturer after scientific testing for we rarely see these burned out Klixon protected motors in our shops."

Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protector is built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

METALS & CONTROLS CORPORATION
SPENCER THERMOSTAT DIVISION
2509 FOREST STREET, ATTLEBORO, MASS.



KLIXON

Attention all Appliance

Boost your sales to exciting highs during the week of October 21 in Albany • Asheville
Charlotte† • Dallas • Fall River* • Houston • Little Rock • New Orleans • Pittsburgh
San Antonio • Sioux Falls • Syracuse

(†October 23; *October 1)

If your products have
the famous
Guaranty Seal...see
that they
get the top billing
due them!

And to get the most mileage for your products, be sure they're advertised in these influential newspapers. All these papers will run special Good Housekeeping sections filled with advertising by local merchants, on products with the famous Good Housekeeping money-back Guaranty Seal.

Alert your dealers, salesmen, distributors! See that your products with the Guaranty Seal are displayed importantly in all of the participating cities...that your retailers are adequately supplied for this great multi-city promotion.

When twelve great cities really turn to, when merchants in every category join in, when the finest newspapers get behind the event...Good Housekeeping Week is bound to be an

She's sold when she's told:

"Good Housekeeping

Advertisers!

Get set for the big Good Housekeeping Week
beginning October 21!

outstanding selling and profit-making event. It's happened twice before...and it will happen this time too!

What's in it for you? Volume...sales...profit! Only products with the Guaranty Seal will get the extra spotlight in stores and in the local advertising. Find out how you can qualify, by getting in touch with Good Housekeeping, 57th Street and 8th Avenue, New York 19, N. Y., or any of the important newspapers listed.

*If you're not a Good Housekeeping advertiser now...
there's still time to get in on the April 1957 event.
Plan now for the best results!*

Guarantees It"



Sell 3 of a kind...Washer, Dryer
and NEW DELUXE

duratub

THAT FEATURES CONCEALED SUDS HOSES

Appliance Styled to Match Modern Laundry Equipment

Outstanding Feature of
Standard and Deluxe
Model duratubs

Stainless trim — built-in
soap dish.

Bonderized electro-
galvanized steel, white
baked enamel finish.

Fiberglass® tub — won't
crack, chip, stain, mar or
dent—20 gallon capacity.

Top cover for additional
counter space.

3 purpose Handiflo®
eliminates need for
double tubs.

Large Storage
Compartment.



Model 9TD
Patents Pending

The new deluxe
Model 9TD dura-
tub eliminates hose
handling, puts hoses where they
belong... out of sight. Washer hoses perma-
nently attach to exclusive Handiflo® double
drain at back of tub and are trouble free. Hoses
are not handled or seen during suds re-use or
waste water draining. Top cover extends over
entire top of tub... can be left in place while
tub is being used with washer. duratub's deluxe
Model 9TD is also ideal for single hose wash-
ers. Drain hose is permanently attached...
eliminates need for additional drain.

- Easy to install — very lightweight
- duratub's beauty and quality pleases your customers.
- Keeps your customers coming to you for many other home appliances.
- Ideal for small space.
- A high profit item it pays you to carry and recommend.

DIAGRAM OF HANDIFLO CONNECTIONS



Model 9TC

The standard Model 9TC duratub has all
of the fine features of the Deluxe duratub
except the Handiflo double drain.

The original and fastest selling
Fiberglass Laundry Tub.

duratub

For Complete details write

Nationally
Advertised

E. L. MUSTEE AND SONS, INC.

6911 Lorain Avenue

Cleveland 2, Ohio

duratub is a registered trade mark and Handiflo®
and Handidrain® are trade marks of E. L. Mustee and Sons, Inc.

How Much Do People Spend

CONTINUED FROM PAGE 165

able to them. In more recent years, the South and the West have caught up with the North to a marked degree, but back in 1950 big city families in the North spent, on the average \$51.22 on television sets. At the other extreme, families in the smaller towns of the South and West averaged only \$1.77 and \$3.35 respectively on television set purchases.

Families in Providence, Rhode Island, spent about \$82 per family on TV sets. Cleveland, Ohio, and Newark, New Jersey, consumers spent a considerable amount of money on television sets too. Where television channels were not too readily accessible for sets, families did not buy any television units.

A Few Cautions on Using These Figures

1. The study refers to average family expenditures but the survey covered about 11,300 families and 1,200 single individual consumers. Thus the figures reflect not only the spending pattern of families but of single individuals as well.

2. Since the figures are based on sampling techniques, they are subject to sampling error. In addition there is the probability of error due to biases in the reports of families when reporting information of such an "intimate" nature.

3. The year 1950 was not a particularly good one to use as a benchmark for sales of appliances. During that year, the Korean War broke out. And it was followed by a tremendous surge of appliance buying throughout the nation because consumers believed there wouldn't be any civilian durable goods produced in 1951.

4. Average family spending means "average" spending; that is, an average of many different families buying refrigerators, for example, at many different prices. Here is an example of how the average family expenditure on refrigerators in Town X would be calculated. One thousand families purchased refrigerators at \$250 each. Another 2,000 families bought refrigerators at \$125 each. Total volume of refrigerator sales was \$500,000 but the total number of families in Town X was 25,000. Dividing total expenditures on refrigerators by total families, the result is average family expenditures of \$20 on refrigerators in Town X.

The Bureau of Labor Statistics surveyed close to 12,500 families and single individuals in all income and occupational classes in 91 cities early in 1951 asking questions on detailed family budget information in order to calculate post-war weighting factors for the items included in The Cost-of-Living In-

dex. The cities chosen were selected because they provide a good sample of total urban population in the nation on which statistically reliable estimates of the urban spending pattern in the United States could be based. The 91 cities are representative of the country in such characteristics as size, climate, population density, income levels and geographic distribution. The 91 cities or urbanized areas include the following groups of sizes:

- 11 cities with population of 1,000,000 or more
- 18 cities with population of 240,000 to 1,000,000
- 29 cities with population of 30,500 to 240,000
- 33 cities with population of 2,500 to 30,500

Consumer units were selected from listings of addresses in these cities. Sample addresses were drawn from area block samples or census enumeration district samples so that the resulting sample of consuming units would be representative of the urban area in the nation. Other factors such as family size, income level and race were used as check points for the sample.

These family groups were then interviewed and asked to report detailed accounts of their expenditures, income and savings for the year 1950. These reports are believed to be the most comprehensive set of information of consumers behavior available and virtually the only detailed information on the pattern of post-war consumer expenditures.

After the Bureau finished calculating the weights for the various items in the Cost-of-Living Index, the staff found that they had this tremendous amount of family spending information which could be made available to the public if more funds were provided to do additional statistical work and analysis. The Ford Foundation put up \$500,000 for running these figures through electronic computers to put them in usable form. The University of Pennsylvania's Wharton School, with Dr. Irwin Friend as Director of the project, was given the job. Overall, 18 volumes of figures will be published dealing with the Consumer Expenditures Study. Volume 17, for example provides an inventory of consumer durables as well as the year of purchase of each of the major appliances in each of 91 cities.

In addition research studies on the economic and social aspects of consumption and savings patterns will appear early next year. These reports are being written by staff members of the Wharton School as well as authorities from other universities and from the government. End

WATCH IT HAPPEN!



watch REGINA

drive customers right into
your store with this
tremendous Fall ad campaign

Here's big news that means bigger sales for you this Fall!
It's the biggest, most powerful consumer advertising
campaign in Regina's history!

**Big-space, color advertisements in 21 leading
national magazines! Circulation—over 45,000,000!**

This dynamic sales offensive breaks in Life, September 17
issue—continues straight thru December—with extra
advertising at the peak of your Christmas selling season.

Regina's Fall ad campaign will mass produce pre-sold,
ready-to-buy customers. Make sure they're your customers by
directing them to your store with window displays,
tie-in promotions and advertising of your own!

REGINA *Electrikbroom*

The lightweight vacuum used daily in thousands
of homes, hotels and motels coast-to-coast.

REGINA TWIN-BRUSH POLISHER AND SCRUBBER

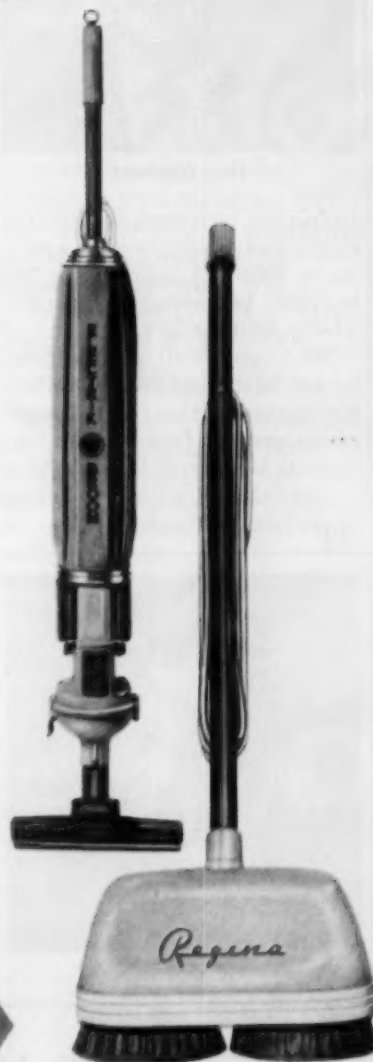
America's No. 1 polisher in popularity and performance—
famous for years of trouble-free service.

REGINA Model A 16-inch Twin-Brush Floor Machine

will be featured in big ads in five institution-
al publications—circulation over 201,422!

WRITE TODAY FOR FREE DEALER HELPS

Newspaper Mats
Envelope Stuffers
Radio Commercials
TV Commercials
Give-away Booklets



SELLING FOR YOU! REGINA

ads in 21 magazines

LIFE
BETTER HOMES & GARDENS
AMERICAN HOME
SATURDAY EVENING POST
WOMAN'S HOME COMPANION
LIVING FOR YOUNG
HOMEMAKERS
McCALL'S
FAMILY CIRCLE
PARENTS' MAGAZINE
TOWN JOURNAL
WOMAN'S DAY
GOOD HOUSEKEEPING
HOUSE BEAUTIFUL
HOUSE & GARDEN
SUNSET
NEW HOMES GUIDE
HOME MODERNIZING
HOUSE BEAUTIFUL'S
BUILDING MANUAL
HOUSE & GARDEN'S
BOOK OF BUILDING
HOUSE BEAUTIFUL'S
GUIDE FOR THE BRIDE
BRIDE'S MAGAZINE

THE REGINA CORP., Rahway 11, N. J.
I am interested in the ☐ Model TS Polisher and Scrubber ☐ Electrikbroom
☐ Model A Floor Machine.
Please send me:
☐ Name and address of distributor for my territory.
☐ REGINA dealer helps.

STORE NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
SIGNED _____

In Canada: Switson Industries, Ltd., Welland, Ontario

"LIVE BETTER...ELECTRICALLY"

RETAILERS FIRST TO BENEFIT BY INDUSTRY-WIDE ACTIVITY

NARDA Announces Keen Interest in Campaign

The full power of this nationwide campaign will reach consumers in October—selling them the benefits of electrical living. This means concentrated national advertising in magazines and on television and—at the local level—newspapers and radio, selling one great theme—Live Better... *Electrically*.

"This campaign...will serve as a powerful supplement to the selling efforts of dealers everywhere," says Don Gabbert, President, National Appliance and Radio-TV Dealers Association. "It will emphasize to the public many ways for them to Live Better...*Electrically* and do much to help the sales of appliances and lighting. Everyone connected with the electrical industry, no matter how remotely, stands to gain from the successful advancement of the electrical-living idea. As I see it, distributors and dealers will be the first



Don Gabbert

to feel the increased demand for electrical products and appliances that can make home life happier, housework easier and leisure hours longer."

Whether it's air conditioning, better wiring or an all-electric kitchen or an extra television set, customers will face the fact that there is a superior way of living... electrically, with an obvious impact on retail sales.

NEW E.E.I. PRESIDENT ENDORSES DRIVE

"The program can be the greatest market-building activity in the 75-year history of the electrical industry," writes Donald S. Kennedy, President, Edison Electric Institute and Oklahoma Gas & Electric Company. Building this residential market is essential to the continuing growth and prosperity of all segments of our industry, and one of the keys to our mutual success in this venture will be the extent to which each of us actively promotes his particular products and services under our common banner. Electric light and power companies welcome the invaluable support of their many trade allies...who will combine forces with electric utility companies and build mutual prosperity for our interrelated and interdependent businesses."



Donald S. Kennedy

RETAILERS WILL BENEFIT

This campaign combines the activities of more than...

2,600 electric distributors
1,000 electric power suppliers
75 electrical manufacturers plus their suppliers
27 industry trade associations

18,000 lending institutions
Plus thousands more home builders, electrical contractors, architects, and other trade allies; all combining their promotional activities.

Trade Associations Spark Electrical Sales

NEMA, AHLI, ABA, NRFA Support Campaign

"This program provides these manufacturers with an exceptional opportunity to increase their sales and build a better market for their products," says National Electrical Manufacturers' Association Managing Director Joseph F. Miller. "NEMA plans to keep its members informed of the progress of this program and future developments. This will assure the support of the rest of the industry, especially the distributors and retailers whose participation promises to increase their store traffic."

The American Home Lighting Institute has designated October as the month for all-out promotion of "Light for Living." AHLI pays tribute to the national magazine advertising campaign of the Live Better... *Electrically* program, and its own advertising (October Living for

Young Homemakers) will tie in.

The August issue of "Banking," official magazine of the American Banking Association, will tell 17,500 banks that the association has a keen interest in Live Better... *Electrically*. Banks and loan companies are already promoting cash loans to retailers to finance the electrical merchandise they purchase. Members will also be notified of the financial opportunities in Live Better... *Electrically*.

The National Retail Furniture Association will actively support the Live Better...*Electrically* program and is advising their 9,000 members to take advantage of the merchandising opportunities that will occur during October.

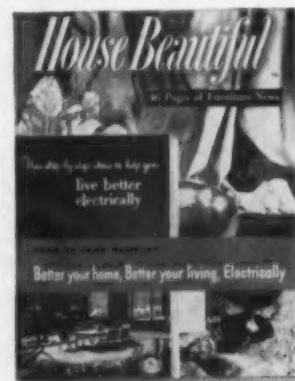
"We hope every dealer is participating in this campaign to expand the market for lamps and appliances," says NRFA President, Robert Hoolihan.

House Beautiful Attaches Idea Book to October Covers

"New Step-by-Step Ideas to help you Live Better...*Electrically*," a 72-page idea book for consumers, will be attached to the cover of House Beautiful in a distribution of 420,000 October newsstand copies. It is the first time in the history of the magazine that a booklet has been promoted in this manner.

The idea book for consumers

dramatizes every aspect of electrical living in the home, illustrating step-by-step ideas on the use of major appliances, electric housewares, lighting, wiring for



full Housepower, air conditioning, radio and television. It contains over 100 full-color illustrations, hundreds of ideas, plans, installation tricks, and new trends that consumers can apply in their homes. Every area of the home is covered. Also a special section of indoor-outdoor living shows how electrical products can make these areas more enjoyable.

BOOSTS OCTOBER SALES



Betty Furness



Ronald Reagan

Network Shows Promote "LIVE BETTER...Electrically"

Betty Furness, star of Westinghouse Studio One, is boosting the Live Better...*Electrically* program. The utility industry is promoting better residential wiring under the slogan HOUSE-POWER.

The combined promotion will appear on Studio One September 17. During the Westinghouse telecasts of the political conventions the weeks of August 12 and 19, full Housepower as a means to Live Better...*Electrically* was featured, with 10 television and radio commercials. It is estimated that these broadcasts reached more than 55 million viewers each day. Prints of these commercials are being made available to all electric utilities.

Ronald Reagan, host of The General Electric Theater, will introduce the October 21 Live Better...*Electrically* commercial that tells the housewife how to have a two-week vacation in the home every year.

In a dramatic demonstration the homemaker sees how her "electric servants" (such as automatic dishwasher, garbage-disposer unit, washer and electric dryer) save her approximately 342 hours yearly... not to mention the other electric appliances that give her an additional time bonus.

The 72-page idea book will also be offered to viewers as graphic proof of how they can save time and Live Better...*Electrically*.

Garroway, Francis to Plug Campaign

Beginning September 17, 135 EEI utilities will sponsor 52 commercials on Dave Garroway's TODAY show and Arlene Francis' HOME program on NBC Television. The subject: Housepower... the audience: over 10 million viewers a week. Live

Better...*Electrically* will be featured on many TODAY-HOME Housepower commercials, especially in October when these Television stars will personally tell viewers, "You Can Live Better...*Electrically* With Full Housepower."



Dave Garroway



Arlene Francis



Live Better...*Electrically* is a long-range, industry-wide promotion. Its goal is to expand the home market for electrical merchandise. This campaign started last February and will continue for years to come with a concentrated effort in October to spur retail sales. It is designed to stimulate demand for every electrical product in the home — all major appliances, all electric housewares, radio and TV, air conditioning and lighting.

Many manufacturers and utilities have conducted individually successful campaigns to promote electrical living. However, until the Live Better...*Electrically* program, there has never been a truly nationwide approach to the development of the highly lucrative and promising residential market for electrical merchandise. This program will reach consumers nationally through the use of all major media.

Promotions Already in Effect

Over one and a half million booklets of the Live Better...*Electrically* Idea Book are now being distributed to the public by electric utilities, retailers and other trade allies.

More than 35 million people are being exposed to a series of powerful double-page, full-color advertisements in Life, The Saturday Evening Post, Better

Homes and Gardens, Look, McCall's and 6 other national magazines. (See schedule below.)

The full CBS-TV network on 155 stations every month (see schedule below) has an audience of another 35 million people seeing the dramatic Live Better...*Electrically* messages: the new, catchy Live Better...*Electrically* musical theme and the exciting new cartoon commercial.

New Marketing Era

This campaign introduces a new concept of planned consumer purchasing, rather than hit-or-miss bargain buying. Throughout the next ten years the industry will be solidly backing this idea: The way to live *better* is to live *electrically*. For ideas to help start October promotions, and take full advantage of the Live Better...*Electrically* movement — see next page.

ADVERTISING SCHEDULE

1956 NATIONAL TELEVISION CBS—155 Stations

April 8—Bill Goodwin—LBE Story
May 20—Bill Goodwin—LBE Story
June 24—Linda Lyle Estates, All-Electric Homes
July 22—Air Conditioning
Aug. 26—Electric Appliances

SPECIAL FALL ACTIVITY — TV

Sept. 30—Light for Living
Oct. 21—Saving Time
Nov.—Ronald Reagan's All-Electric Home
Dec.—Ronald Reagan's All-Electric Home

Important: These ads and commercials sell electrical living without any brand identification.

1956 NATIONAL MAGAZINES Full-color, 2-page spreads

April 14—POST—Living Room
April 23—LIFE—Living Room
May 15—LOOK—Living Room
May 19—POST—Bedroom
Woman's Home Companion—Bedroom
Better Homes and Gardens—Housepower
June—McCall's—Recreation Room—Living for Young Homemakers—Living Room—Sunset—Recreation Room
July—American Home—Recreation Room

BIG OCTOBER PUSH — MAGAZINES

13th—POST—All-Electric Kitchen
22nd—LIFE—All-Electric Kitchen
GOOD HOUSEKEEPING—All-Electric Kitchen
HOUSE BEAUTIFUL—All-Electric Kitchen

HERE ARE SOME LIVE BETTER...ELECTRICALLY



Bring a Live Better . . . Electrically Ad to Life in Your Window.



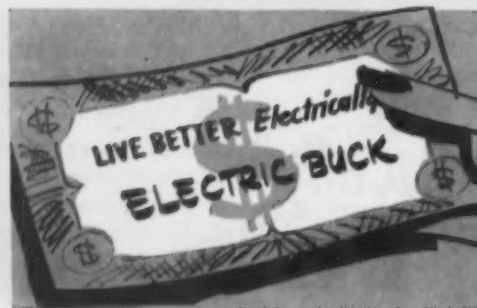
Schedule In-Store Appliance Demonstrations.



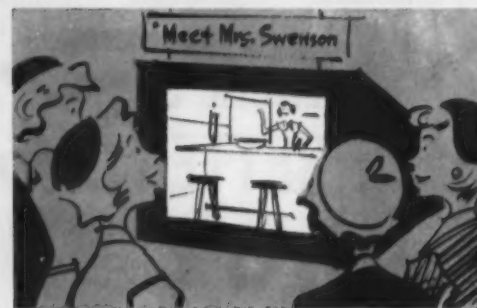
Jingle Contest Based on Live Better . . . Electrically's Musical Theme.



Use Live Better . . . Electrically's Emblem in Your Product Ads.



Free "Electric Buck" with Each Purchase.



Give Showings of Live Better . . . Electrically's "Meet Mrs. Swenson."



STAGE A LIVE BETTER...ELECTRICALLY WEEK OR MONTH

Make an all-out push by concentrating these ideas and promotional material into a Live Better . . . Electrically Week in October. Related window and interior displays combined with newspaper

ads, spot radio and TV commercials, merchandise tags and free consulting service will quickly alert consumers' desire to Live Better . . . Electrically.

PROMOTION IDEAS YOU CAN USE IN YOUR STORE



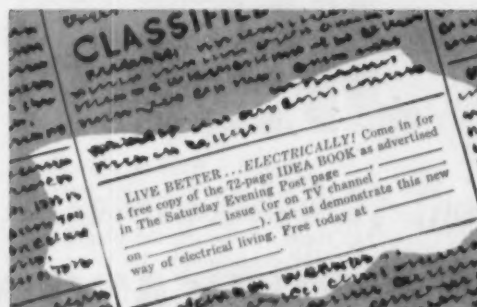
Tag Merchandise with Live Better
... Electrically Tags.



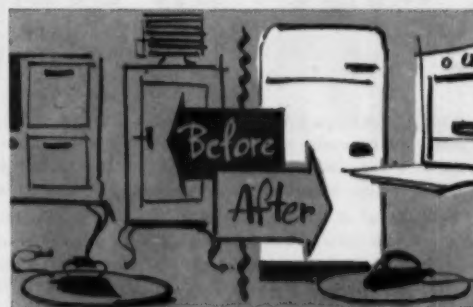
Combine Live Better ... Electrically
and "White Christmas" themes.



A Live Better ... Electrically
Advisory Center with Home Economist.



Run a Classified Ad:
Repetition Draws Traffic.



Window Display: Modern
Versus Old Appliances.



Giveaways: Key Tags,
Calendars, Bottle Caps.

Ask your local utility about these selling helps

Some items free ... others available at cost.

LBE-45 Art emblem and slogan.
LBE-63 Mat of emblem and slogan.
LBE-125 Price tag with Live Better
... Electrically symbol.
LBE-47 Postage-meter art.
LBE-7 Satin banner — 15 ft.
LBE-8 Satin banner — 30" x 36".
LBE-9A Window streamer.
LBE-11 Counter-card color ad.
LBE-12 Die-cut emblem, 8 1/2" dia.
LBE-84 Decal, double-faced for in-
side and outside use, 7 1/2" dia.
LBE-85 Decal for outside, 15".
LBE-4 Book—"New Step-by-Step

Ideas" — 72 pp., full color.
LBE-15 "Quiz" folder.
LBE-16 Home Book folder.
LBE-17 Radio musical recording,
33 1/3 rpm, lyrics plus scripts for
local closings — 50 sec.
LBE-74 Same record — 20 sec.
TV Film Commercials — 16 mm.
LBE-18 "Airplane" — 50 seconds.
LBE-19 "Booklet" — 50 seconds.
LBE-20 "Train" — 50 seconds.
LBE-21 "Basketball" — 50 seconds.
LBE-72 "Dance" — 20 seconds.
LBE-73 "Kitchen" — 20 seconds.

LBE-42 Movie — "Meet Mrs. Swen-
son" — technicolor — 16 mm. — 27
minutes.
LBE-81 Folder — full color — pro-
moting "Meet Mrs. Swenson" —
movie — 4" x 9 1/4".

Reprints of National Consumer Ads

LBE-49B Living-room scene.
LBE-57 Bedroom scene.
LBE-58 Kitchen scene.
LBE-59 Recreation-room scene.
LBE-43A "Aids for Action" promo-
tion book.

LBE-33 Musical recording for store
use — 33 1/3 rpm.

Newspaper Advertising Mats

LBE-22 Distributor or dealer —
3 columns.
LBE-23 Distributor or dealer —
4 columns.
"Re-seal" bottle caps with Live Better
... Electrically emblem.
Plastic desk calendar with space for
your imprint.
Colorful key tags, reverse side for
your name.

ADDITIONAL MATERIALS ON HOUSEPOWER E.E.I. KITS FEATURING LIVE BETTER ... ELECTRICALLY

HP-56-12 Garroway window banner — 2 colors.
HP-56-13 Garroway-Francis tent card — 2 colors.
HP-56-25 Housepower Mats & Glossies (slogan text).
HP-56-14 Francis counter card — 2 colors.
HP-56-30 Consumer booklet — 8 pages — 2 colors.
HP-56-101 Wiring Proposal Form.

FR-5601 Range Display Kit.
"Nothing measures up to electric cooking —
Live Better — cook electrically."
FD-5601 Dryer Display Kit.
"If he had to do it, he'd get an electric clothes
dryer — Live Better, dry clothes electrically."

**For more information, contact your local electric utility
OR your electrical league, distributor, or one of the following trade associations**

ABA — American Banking Association, 12 East
36th Street, New York, N. Y.
AHLI — American Home Lighting Institute, 410
North Dearborn St., Chicago 2, Ill.
AHLMA — American Home Laundry Manufac-
turers Assn., 20 North Wacker Drive, Chicago
6, Illinois.
EEI — Edison Electric Institute, 420 Lexington
Ave., New York 17, N. Y.

IAEL — International Association of Electrical
Leagues, 155 East 44th St., New York 17, N. Y.
NAED — National Association of Electrical Dis-
tributors, 290 Madison Ave., New York, N. Y.
NARDA — National Appliance & Radio-TV Deal-
ers Association, 1141 Merchandise Mart, Chicago
54, Illinois.
NECA — National Electrical Contractors Associa-

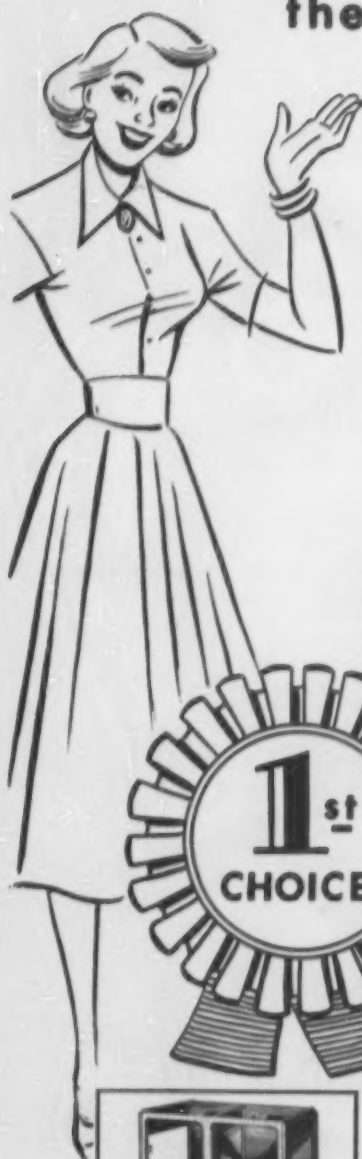
tion, 610 Ring Building, Washington, D. C.
NEMA — National Electrical Manufacturers As-
sociation, 155 East 44th St., New York 17, N. Y.
NRFA — National Retail Furniture Association,
666 Lake Shore Drive, Chicago 11, Ill.
USS&LL — United States Savings & Loan League,
Pennsylvania Bldg., 13th St. & Pennsylvania
Ave., N.W., Washington 4, D. C.

Plans for 1957 are already under way with another push to boost retail sales scheduled for February

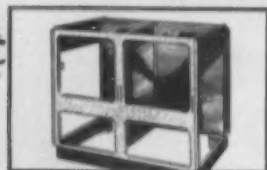
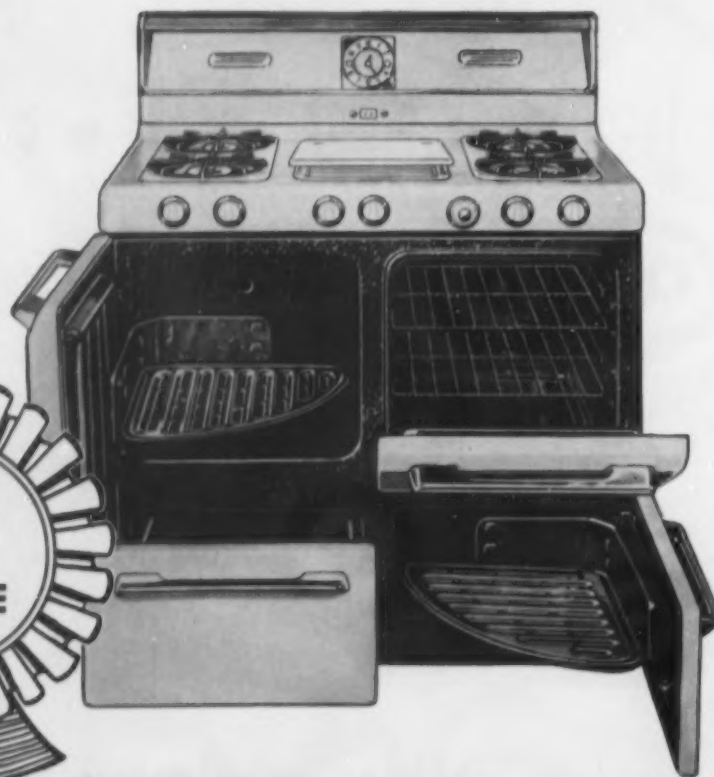
Look Inside!

All Women do before they Buy!

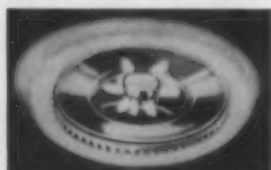
The real "Inside Story" makes
Enterprise
first choice of women all over
the world



You can't tell a book by its cover. It's the "Inside Story" that counts! It's the same with Enterprise Ranges. They are new in line, smart in design, an attractive addition to any woman's kitchen ... BUT that decision to buy is made instantly ... when your customer looks INSIDE! For the "Inside Story" of Enterprise is making history ... and creating sales. It's new and different ... it's complete with great Enterprise features ... features that sell and sell, again and again, to the women who demand the best. You'll have a "Best Seller" with ENTERPRISE!



CHASSIS—Rigid one piece welded steel construction, porcelain rust-free finish.



SIMPLEX-SIMMER TOP BURNERS—provide many cooking speeds from fast boil to keep warm.



GRID-OFF—provides a giant sized burner that expedites meal preparation.

PHILLIPS & BUTTORFF MANUFACTURING CO.
NASHVILLE • TENNESSEE

Happy Salesmen

—CONTINUED FROM PAGE 105—

explained as well as the advantages of his machine as against others on the market. To close out his week, the trainee also gets to see and operate other machines—taken as trade-ins. Similarly, the vacuum cleaner trainee learns about his product, the Atlas cleaner, manufactured to the firm's specifications by Landers, Frary and Clark.

The last three weeks are spent in the field when he goes along with an experienced salesman to see how sales are made and demonstrations performed in the home. Although most of these three weeks are in the field, several days are spent in the store, observing selling tactics there. Since the stores carry used items, the trainee gets experience in selling them, too.

Reorientation Programs Held

After this training period ends, the salesman is on his own, but his training does not quite end there. Reorientation programs are held continuously to bring salesmen up to date on technological changes in products and on improved sales techniques gleaned from effective procedures used by other stores.

No two successful appliance salesmen are alike and both of them are glad of it.

Starting salesmen, including trainees, are guaranteed \$50 weekly. Commissions, of course, can raise them considerably. The men get 10 percent of each sale. More experienced salesmen are guaranteed \$65, while a trainee manager is assured \$85 a week.

According to Kaplen, the more experienced salesmen average close to \$150 a week, including guarantees, with top earnings running close to \$200 any one week.

Salesmen are divided into crews, the size of which depends upon store size. Crew managers get one percent of each sale.

Advertising Furnishes Leads

Leads are secured largely through newspaper ads which provide coupons for prospects to fill out and mail to a store. Crew managers divide them up among salesmen. Though individual stores can determine their own policies on advertising, they must be productive. If not, top officials change it on the basis of sales charts developed from other stores and past history. Television and radio are used extensively by several stores and leads develop here through phone calls by prospects.

In addition, customers are told they can get \$10 for each lead that salesmen turn into a sale. It's sur-

(Continued on page 180)

CASCO LAUNCHES THE HOTTEST APPLIANCE LINE OF THE YEAR

Spearheaded by the
GREATEST ADVERTISING CAMPAIGN EVER

A Barrage of Full Page Ads in the Country's Top Magazines Like

McCall's

Ladies Home
JOURNAL

Better Homes
and Gardens

Sunset

Good Housekeeping

EBONY

LIFE

Ask your distributor
about Casco's new

EXTRA
PROFIT
OFFERS
ORDER NOW!

Plus

- Huge Local Market Newspaper Ads — TV and Radio Spots

- FREE Window Trimming Service

- Mat Ads — Point-of-Purchase Displays — All featuring your store!

CASCO IS ON THE GO

AS ADVERTISED IN
LIFE

FULL PAGE, OCT. 10

PLUS Full pages in McCall's,
Ladies' Home Journal, Better
Homes and Gardens, Sunset,
Good Housekeeping and Ebony.



Casco, the most beautiful
Steam Iron of all...
Does the most beautiful
Ironing job of all

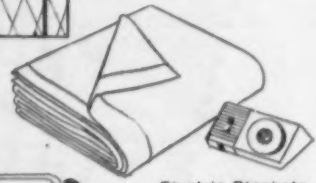
Only Casco steams on every heat setting—others steam on only one • Guaranteed for use with plain tap water even in the hardest water areas. • Steams longer, up

to an hour-and-a-half on a single filling. Dry Irons too. Handles in beautiful, permanent decorator colors: Red, Black, Green, Yellow. \$16.95.

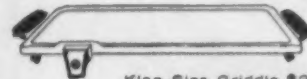
Casco doesn't try to make everything. But Casco does aim to make the *best of a select few appliances*. Its famous, all stainless steel, all-fabric steam iron is typical of superior Casco quality. That's why Casco is America's number one tap water steam iron—First choice of millions of women for easier ironing.



Heating Pads
from \$5.95

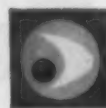


Electric Blankets
from \$29.95



King-Size Griddle \$24.95

Symbol of the finest in Automatic Electric Appliances



CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

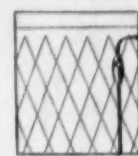
AS ADVERTISED IN
LIFE
FULL PAGE, OUT NOV. 8
PLUS Full pages in McCall's,
Ladies' Home Journal, Better
Homes and Gardens, Sunset,
Good Housekeeping and Ebony.



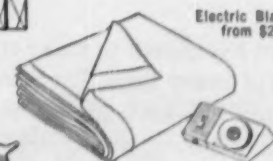
CASCO, BIGGEST ELECTRIC GRIDDLE OF ALL DOES THE BEST COOKING JOB OF ALL!

Cooks for 2 or 20, indoors or out. • Oversize grease well and all around well. • Easy pouring spout. • Air-cooled handles. • Polished aluminum surface. • Plastic legs prevent burning table. • Indestructible cast-in heating element for longer life. • Smart modern design. • Side plug position keeps cord out of way.

This exclusive, removable heat control with the new king-size Casco Fry'n Grill® is the key to cooking all foods better, automatically! Casco's automatic electric griddle gives you nearly 50% more cooking surface, and, thanks to the removable heat control, it's completely immersible, as easy to wash as an ordinary pan. The new Fry'n Grill® is typical of Casco leadership in automatic electric appliances. Casco doesn't try to make all types. But the *select few* Casco appliances are known as the finest.



Electric Heating Pads
from \$5.95

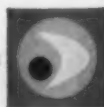


Electric Blanket
from \$29.95



Steam Iron
\$15.95

Symbol of the finest in Automatic Electric Appliances



CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.

New Casco, the perfected Electric Blanket... for Luxury... Comfort... Peace of Mind

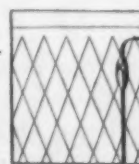


Automatically maintains the heat you select all night no matter how cold it gets. • Exclusive heat control is safe, constant; dependable. Easy to read nite-lite dial. Fully washable, pre-shrunk, color fast. • Moisture-proof

storage bag. • Full 2 year guarantee in writing. • 4 stunning colors: Pink, Blue, Green, Coral, Satin-bound. Gift boxed. Single, \$29.95; Double, \$34.95, with dual control \$39.95.

PS. Your Dealer Has a Special Gift for You.

For a limited time only, your Casco dealer offers you an \$8.95 Casco-made heating pad free with your Casco electric blanket. A value as high as \$48.90 for only \$39.95. Remember, Casco is the world's largest maker of heating pads, famous for giving soothing relief to aches and pains.



Electric Heating Pads
from \$5.95



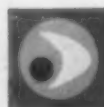
Steam & Dry Iron
\$15.95



King-Size Griddle
\$24.95

Casco has chosen to make only a few select appliances. But its policy is to make the *best* of every type. The result, quality and performance preferred by millions. The Casco blanket's higher nylon content and perfected automatic controls, its luxury and safety, are typical of Casco leadership in fine electric appliances.

Symbol of the finest in Automatic Electric Appliances



CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.



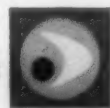
Steam Iron \$15.95 • King-Size Griddle \$24.95 • Electric Blankets from \$29.95 • Heating Pads from \$5.95

Casco, most beautiful appliances of all... Make the Merriest Christmas of all

What a way to say Merry Christmas...with Casco Quality appliances that millions of women prefer! Casco doesn't claim to make *every* type of appliance, just concentrates on *making the*

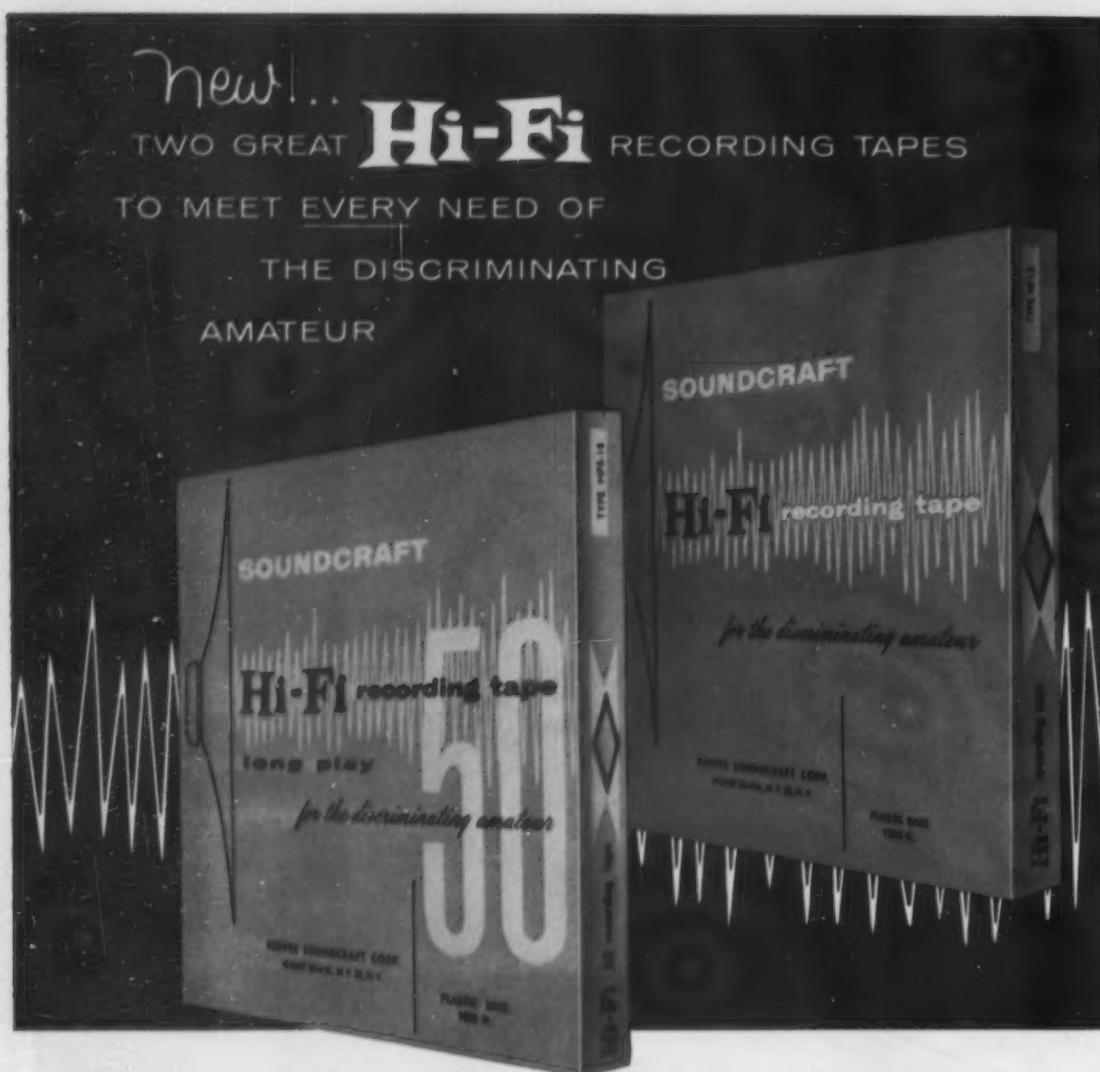
best ones. In Casco's select list...Steam Iron, Automatic Griddle, Blanket, Heating Pad...is the perfect gift for every woman. Smart Santas choose Casco, for gifts that will always be treasured!

Symbol of the finest in Automatic Electric Appliances



CASCO

CASCO PRODUCTS CORP., BRIDGEPORT 2, CONN.



...THE ONLY TAPES SPECIFICALLY DESIGNED
FOR TODAY'S HOME RECORDING EQUIPMENT

Soundcraft Hi-Fi 50 and Soundcraft Hi-Fi are brand new magnetic recording tapes. They're designed for the home recording enthusiast and the equipment he uses... designed to meet his needs for either a husky tape that stands up to rough usage with no sacrifice of quality—or for a long play tape with superlative high frequency response.

You can recommend either of these new Soundcraft tapes with confidence that you've recommended the best.

SOUNDRAFT HI-FI

A standard play tape that offers the amateur recordist high quality reproduction and the stamina to take rough handling. Among its features: Wide frequency response, high signal-to-noise ratio, low distortion, print-through of 50 db or better. Base is 1½ mil acetate.

Available in two sizes—600 ft. on the 5" reel and 1200 ft. on the 7" reel.

SOUNDRAFT HI-FI 50

An outstanding combo of long play and recording perfection. Top-quality recording characteristics, PLUS increased high frequency response (due to better compliance of its thinner base). Its 1 mil acetate base gives the user 50% more recording time on the same size reel.

Three reel sizes—900 ft. on the 5" reel, 1800 ft. on the 7" reel, 3600 ft. on the 10½" reel.

for the amateur who wants craftsman quality—the choice is Soundcraft

REEVES **SOUNDRAFT** CORP.

10 East 52nd Street, New York 22, N. Y.

Happy Salesmen

—CONTINUED FROM PAGE 174—

prising, Kaplen remarks, how effective this method is.

Salesmen work four leads a day. This, the firm believes, allows plenty of time to work by appointment at a prospect's convenience and to give an adequate home demonstration. If a prospect prefers to visit the store, private showings are arranged in demonstration rooms.

"Gimmicks" Used Occasionally

Occasionally "gimmicks" help furnish leads. For example, a chain-wide roundup may offer a free vacuum cleaner or sewing machine for the oldest one offered in trade. Or, as was the case in a city where wrestling is popular, prospects came down to meet their favorite grapplers.

About 80 percent of Atlas' business involves credit sales. Ten percent down is required, though most persons pay 20 percent. The balance is paid off in 15 months, with the average carrying charge eight percent. The stores carry their own paper and presently have about \$3 million credit with banks.

Cash sales get a 10 percent discount since bookkeeping and collection problems are eliminated.

About 10 percent of Atlas' business is in used equipment.

Although the firm now has 27 stores with more being planned, the most recent fiscal year, from June 1, 1954, to May 31, 1955, showed a \$5.5 million gross with 15 stores in operation during that time. Comparatively, the preceding year, with 14 stores in operation, showed a \$3.3 million gross.

Registered in Delaware

Atlas Stores, Inc., is registered in the state of Delaware. Stores are located as follows:

TEXAS: Austin, Beaumont, Corpus Christi, Houston and Lubbock; FLORIDA: Jacksonville, Miami, Orlando, Pensacola, Tampa and West Palm Beach; LOUISIANA: Baton Rouge, Lake Charles and New Orleans; TENNESSEE: Knoxville, Memphis and Nashville; ALABAMA: Mobile and Montgomery; OKLAHOMA: Oklahoma City and Tulsa;

Also, Savannah, Ga.; Little Rock, Ark.; Lexington, Ky.; Biloxi, Miss.; Wichita, Kan.; and Lincoln, Neb.

"In the past year, with some 12 new stores added to the chain, it's obvious ours is a growing firm. This growth never would have come about without satisfied, well-trained salesmen. We have, presently, over 600 employees, many of whom have been with us the full nine years, with the average being three years—remarkably good considering that we grow bigger year by year," Kaplen concludes —End

Dealers vote for GAS RANGES 2 to 1

In a national survey, we asked 3,000
appliance dealers, coast to coast:

1.	What type of range gives you the greatest percentage mark-up ?	DEALERS VOTED FOR GAS RANGES 2.8 to 1
2.	What type of range offers least sales resistance ?	DEALERS VOTED FOR GAS RANGES 2.4 to 1
3.	What type range sells fastest ?	DEALERS VOTED FOR GAS RANGES 2.3 to 1

LOOK at your own figures and you will see you make more money pushing gas ranges than any other appliance on your floor. That's only part of the story. Ask your gas range manufacturers' representative, distributor, or gas utility how you can *increase your sales and profits EVEN MORE.*

75% VOTED
"TYING INTO *GAS* RANGE PROMOTIONS
MAKES MONEY"

You, too, can make more money and increase sales by tying into national and local utility and manufacturers' promotions. Find out how, today.

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.
60 East 42nd Street, New York 17, New York

Please send me your FREE Booklet "Quickie Demos That Sell More Automatic Gas Ranges" that shows how top dealers make more sales.

NAME.....

COMPANY.....

STREET.....

CITY..... STATE.....



FULL-LINE "D"

FULL-LINE "C"

Puzzle

FULL-LINE "A"

FULL-LINE "E"

WHAT WRINGER
WASHER BEST
FITS INTO YOUR
FULL-LINE
PICTURE?

FULL-LINE "B"

Solution

If you are handling any of the nationally known "full" lines suggested here (many without wringer washers)—Woman's Friend Washer may be just what you're looking for.

You can handle any full-line automatic you wish and still not lose out on the profitable wringer market which accounts for nearly one-third of all washers sold.

Woman's Friend makes only wringer washers.

Starting with the colorful, unique Model SRPT Super Regent (illustrated here) the


Woman's Friend independent line gives you a complete price range, with quality features that are in demand and which add up to easy selling and simple servicing. No installation problems—and an average 42% profit!

Write for literature and prices!

Woman's Friend
WASHERS

FINDLAY, OHIO

OVER HALF A CENTURY
BUILDING GOOD WASHERS!



Model SRPT Super Regent—Wash clothes right in the kitchen with its two-way "fill 'n drain" hose. Available in 5 handsome color combinations. Our top model and fastest seller!

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



ANNA A. NOONE

New Products Editor



PREWAY Refrigerator-Freezer

Preway Inc.,
Wisconsin Rapids, Wis.

Device: Built-in refrigerator-freezer. **Selling Features:** Total capacity is nearly 13 cu. ft.; self-defrosting food compartment has shelf area of 14 sq. ft.; Zero freezing compartment has capacity of 156 lbs frozen food; 1-piece construction requires no supports or braces; shell type condensor eliminates danger of condensation and dripping water in installation; 2 control system allows refrigerator to be shut-off while freezer continues to operate; exterior trim of polished chrome; white porcelain refrigerator interior white baked enamel freezer interior; glacier blue plastic door linings; and crisper drawers; copper interior trim.



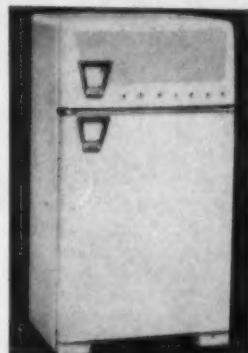
G-E Freezers

General Electric Co.,
Louisville, Ky.

Device: G-E "Book-Shelf" 18 and 13 cu. ft. upright freezers.

Selling Features: 18 cu. ft. model stores 640 lbs. food; holds as much as a chest freezer of same size with twice as much food within easy reach; each shelf has freezing surface, 8 refrigerated surfaces including top and bottom; 30½ in. wide; occupies only half floor space needed for chest of same capacity;

"Magic Corner door hinge permits placing freezer up to wall without losing space; door opens at convenient angle; easy-to-see and set temperature control permits selection of temperatures from zero to minus 10 F.; ice cream conditioner keeps 4 half-gal. at perfect serving temperature; glide-out basket holds 76 lbs.; slides to lock-in position for top loading 20-can, juice can dispenser; automatic interior light; safeguard alarm light and locking latch. Available in G-E mix-or-match colors and white.



ADMIRAL Refrigerators

Admiral Corp.,
3800 Cortland St.,
Chicago, 54, Ill.

Device: Admiral 2-door refrigerators TD1168, CT1190 and 3 special freezers.

Selling Features: Accommodates 56 lbs. frozen food; push button defrosting, 3 door shelves; swing-out butter and egg chest; full width 20 qt. crisper, Lifeguard door release.

CT1190 2-door refrigerator-freezer never requires defrosting; has sub-zero chest with 81 lb. capacity, high speed freezing shelf formed by refrigerated coils and bottom freezing surface; 4-door shelves; a storage shelf in freezer door and 2 large porcelain crispers; square top styling with Artic Mist porcelain enamel interiors and chrome trim; available in 4 exterior colors—green, yellow, pink and white.

3 special freezers include a chest and 2 uprights: a 10.3 cu. ft. upright 11U50A has 360 lbs. capacity, 4 fast-freezing shelves and 3 door shelves. The second upright is an 18 cu. ft. model with 630 lbs. capacity; chest freezer 20F71-1, 20 cu. ft. model has 710 lbs. capacity. **Prices:** TD1158, \$249.95; 11U50A, \$199.95.



HOTPOINT Electronic Cooking Center

Hotpoint Co.,
5600 W. Taylor St.,
Chicago, 44, Ill.

Device: Hotpoint electronic cooking center.

Selling Features: Can be used as a built-in appliance, a free standing appliance or as a roll-around appliance to meet all homemaker requirements in new and remodeled homes. As a built-in the center can be permanently installed. As a free standing appliance it can be matched with counter cabinets as with any regular free kitchen standing appliance. As a roll-around, it can be wheeled about for use wherever needed. Completely redesigned with new larger second and minute timing controls, new locations of rotary dials. Upper oven, cooking compartment features stainless steel walls, lightweight glass-like removable shelf; "H" in Hotpoint lights up automatically when current is on; automatic timer divided into selected time intervals from 15 secs. to 35 min.—each section color lighted during operation. Timer starts power and stops when cooking time is completed, signaling by continuous chime. Interior light goes on when unit is ready to start cooking. Safety cut-off switch turns power off when door is opened and turns it on when door is closed.

Below electronic oven is a companion porcelain finished oven with Calrod golden bake and golden broil units for faster pre-heat and balanced heat distribution.

Resembles a double oven built-in appliance finished in brushed satin chrome with copper colored grid screens at top and bottom; electron tubes convert electronic

energy into high frequency waves that instantly cook foods; only foods get hot—utensils stay cool.



NORGE Laundry Line

Norge Div.,
Borg Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Models: 1957 Norge laundry line comprises 3 basic automatic washers, 4 automatic electric dryers and 4 gas dryers.

Selling Features: Automatic washer line includes push-button model; Time-Line and Time-Line with dual cycle model. Dispenser wheel to automatically condition water at rinse cycle is featured with W5 or W4 and is available as optional equipment for any other automatic Norge washer. With dispenser wheel, Calgon can be added to rinse water automatically by simply pre-loading the wheel at time clothes go in—when rinse cycle begins, Calgon is dropped into rinse water to provide a film-free rinse.

Washers and dryers have Time-Line control, illuminated back panels;—a new red time guide line on both washers and dryers tell at a glance the progress of operation; washer provides 2 cycles, one for normal wash and rinse, the other for short, special washes; warm or cold water rinse for miracle fabrics; super spin-dry extracts water from clothes without tangling and fresh water super rinse gives soap and soil removal. Model W6 has suds return with dispenser wheel for special markets.

Clothes dryers include D-5, 4-way dry with hamper door; D-4, 3-way dry; D-3, 2-way dry and D-2, 1-way dry; comparable models are available in gas.

Prices: Washers from \$199.95; dryers from \$159.95. Dispenser wheel available optionally for \$9.95.

8 reasons why



Model U564-4.2 Cu. Ft.



Model U5615-14 Cu. Ft.



Model U5618-18 Cu. Ft.



Model BRF86-6 Cu. Ft. Freezer-8 Cu. Ft. Refrigerator



Model 956-9 Cu. Ft.



Model 1356-13.2 Cu. Ft.



Model 2056-20 Cu. Ft.

BEN-HUR

America's Finest Freezer

*means more sales...
more profits for you!*



Model 1756-17 Cu. Ft.

1. SELECTION — Ben-Hur offers the industry's widest choice of models with eight to choose from...4 cu. ft. to 20 cu. ft. including the new "DUET" combination freezer-refrigerator...every model a leader in quality, value and all around sales appeal.

2. QUALITY — Truly America's Finest Freezer, a Ben-Hur is better built for better performance...performance that's guaranteed by a five year warranty.

3. EXPERIENCE — Ben-Hur...America's largest exclusive freezer manufacturer is one of the industry's true pioneers with many "firsts" to its credit.

4. STYLING — Beautifully styled by designer Brooks Stevens, Ben-Hur freezers add beauty and glamour to any home.

5. SERVICE — Quality construction and thorough testing procedures result in few dealer servicing problems...but when service is needed, Ben-Hur is the industry's most easily serviced freezer.

6. PROMOTION — You profit through use of Ben-Hur's strong, tested local sales promotions that have proved their ability to move more goods in less time.

7. ACCEPTANCE — Consumer demand is attested to by the fact that Ben-Hur is now America's Fastest Selling Freezer.

8. EXCLUSIVE FEATURES — Ben-Hur and only Ben-Hur offers the Chariot Glow warning light...Flex-flo cover...tamper proof Safety Cold Control...Record of Performance (R.O.P.) Tag...and many others.



AMERICA'S FINEST FREEZER
NOW — AMERICA'S
FASTEST SELLER

BEN-HUR Manufacturing Company,
Dept-EM 634 E. Keefe, Milwaukee 12, Wis.

Yes, I'd like to know more about BEN-HUR's
increased profits plan and what it can do for me.

**TEAR OUT
AND MAIL**

NAME
FIRM
ADDRESS
CITY ZONE STATE



KELVINATOR Laundry Line

Kelvinator Div.,
American Motors Corp.,
Detroit, 32, Mich.

Models: Kelvinator 1957 laundry line includes 5 automatic washers and 5 matching dryers, 6 wringer washers and an ironer.

Selling Features: Automatic washers feature a "Magic Minute" automatic pre-treatment of soil that eliminates hand-scrubbing or soaking. Magic Minute is part of the complete wash cycle, requires no special attention once washer has been started—water flow into tub is halted after several minutes and the non-reversing eccentric agitator starts giving each load a full minute of pre-treatment in concentrated solution of detergent—oversized fins gently massage each article; agitator continues to operate when Magic Minute is completed and water flow resumes until load level is reached, then washer automatically continues through all phases—wash, spin, rinse and damp dry. 3-way agitation; 3 different rinse actions.

Deluxe WAG-9 top of line automatic has 2 wash cycles—regular and fine fabrics—both cycles controlled by single Do-All dial; signal lights at either end of arc-shaped dial showing which cycle is in use. Push-button selection of water temperature—hot medium or warm for each of 2 wash cycles and medium, warm or cold for rinsing. Fluorescent light behind faceplate in backguard illuminates top and control panel; legs automatically adjust to unevenness.

WAG-9S has all features of above plus new suds return—a special pump and hose permits saving hot sudsy water from one load to another—controlled by switch on backguard. Both top-of-line washers have high-fashion backguards with pink gold; both come in 3 pastels: pink, green or yellow.

WAG-6, Deluxe 2-cycle automatic has push-button control of water temperature; Magic Minute single dial controls regular and fine fabric cycles; illuminated backguard; counter-balanced lid with window. DEG-6 dryer is matched with WAG-6 washer.

WAG-5 and WAG-2 contain many operating and convenience features including pink gold backguard and cabinet design; WAG-1 has clean trim design with control design on top of cabinet.

Dryers will fluff dry an 8 lb. load

NEW PRODUCTS

in 34.2 min; more powerful heater of 5600 watts over triple-safe protection; clothes are dried in smooth cylinder that revolves in high volume of warm air; 5000 perforations in cylinder insure uniform distribution of air throughout entire load; safety thermostat shuts off element automatically if for any reason a safe drying temperature is exceeded.

Top of line DEG-9 dryer matches top model automatic washer, has flexible, easy-to-use dial which can be stopped at any time, moved in either direction or to extend drying time; fluff-drying automatically fluffs fabrics; push-button control can keep heat off for fluff drying; economizer light on backguard glows when element is off, indicating clothes are being dried by retained heat; adjustable legs level dryer; easy-cleaning lint trap is a pull-out drawer located on lower front; fluorescent light behind face plate in backguard illuminates top and control panel; available in 3 exterior colors.

DEG-6, Deluxe automatically cycles heating element on and off to maintain just the right degree of heat for thorough drying. One dial controls drying time from 5 to 120 min.; chime signals when clothes are ready; interior floodlight; fluff-drying is manually operated by pushing "no heat" button; control panel located for quick, easy operation; matches WAG-6 washer.

DEG-5, DEG-2 and DEG-1 super have on and off cycling of element; controlled high-volume stream of warm air through gently tumbling clothes, exhausting damp air.

Prices: From \$349.95 for top WAG-9S automatic washer and from \$259.95 for top DEG-9 dryer.



MARLON Broiler

Marlon Mfg. Co., Inc.,
Woodside, Long Island, N. Y.

Device: "Traveler" broiler.

Selling Features: Has 800 watt tubular rod element; 3 broiling levels, an aluminum tray with removable handle; on top surface an open burner for boiling and heating directly over tubular rod; burner has cover to protect it when not in use; measures 14x7 1/4 x 7 1/2 in.; works on a.c. or d.c., 115 volts.

Price: \$17.95.



FRIGIDAIRE Laundry Line

Frigidaire Div.,
General Motors Corp.,
Dayton, 1, O.

Models: Frigidaire's 1957 home laundry line includes 5 automatic washers and 4 electric dryers.

Selling Features: Easy-to-see and use matching Control Towers replace the former backpanels; new free standing units have squared-up lines and are easy to install and blend with any cabinet arrangement.

Imperial porcelain-finished washers and dryers with separate front panels rimmed in chromium, are available in pink, yellow, green or white.

Imperial washer WI-57 provides a choice of hot or warm wash water, and warm or cold rinse water—cold water for miracle fabrics. A bleach dispenser and measuring cup in top of Pulsator-agitator—automatically distributes detergent and bleach. Select-o-Dial in Control tower provides automatic and flexible washing cycle including washing, rinsing and spin drying—any operation can be stopped, repeated, lengthened or shortened as desired; economy cycle saves water, detergent and time—with flick of switch normal load can be switched to small load—high speed spin-dry—1140 rpm; "rub-free, up-and-down wash action of Pulsator-agitator, control ring keeps articles separate; float-over washing and rinsing carries dirt away.

Two Deluxe washers WDU-57 and WD-57 are porcelain finished. WDU-57 has same Unimatic mechanisms as Imperial washer and many of its other conveniences. WD-57 has rub-free wash action through use of a Pulsamatic unit. WSA-57 and WS-57 also feature Pulsamatic. All feature control towers and porcelain finished tubs.

Imperial, Deluxe and Super dryers match companion washers—Imperial dryers DL-57 and DI-1-57, 120 volt model feature control tower and are available in pink, yellow, green or white. A foot pedal operated latch opens door with foot; basket high, the door

opens 180 degs. Dry-o-matic timer in control tower provides drying from 10 to 145 min. in an infinite number of heats ranging from high, medium, low, delicate or anything between, plus a 5-min. cooling period at end of any cycle. Filtrator removes lint, excess heat and moisture; automatic interior light; Radiantube heat units.

Deluxe DD-57 and Super DS-57 provide 150 cfm air over larger element, drying clothes in revolving drum better and faster; new design reduces cabinet width 3 inches. Deluxe and Super dryers are equipped with control tower timers, automatic heat cut-off; door safety latch and automatic re-set motor protector; push-button door latch opens at touch of hand or knee; Deluxe is porcelain finish thruout; Super has porcelain-finished drum and base.

All washers are 25 in. wide; Imperial dryers, 30 in. wide, Deluxe and Super 27 in.

Prices: From \$224.95 for Super to \$349.95 for Imperial Unimatic washer; and from \$179.95 for Super dryer to \$229.95 for Imperial. Color is \$10. extra.

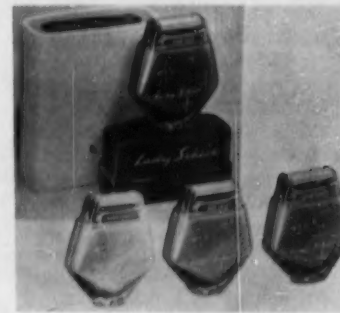


SCHICK Shavers

Schick Inc.,
Lancaster, Pa.

Models: Schick "25" in 4 "colors for men" and a new line of Lady Schick models.

Selling Features: Schick "25" is now available in white, red, beige or green; "The Lady Schick line" consists of 4 jeweled-like colors: aquamarine, white, rose quartz, jade; 2 models "Classic" and "Goddess"; Lady Schick has new gentle-



action head with 2 sides—one for underarms, the other for the legs; vibrationless, runs on a. c.; special curved edge side for legs.

Price: Lady Schick, \$14.95; special models: "Classic" \$20; "Goddess", \$22.50; Schick, \$29.50.



YOUNGSTOWN Disposer

Youngstown Kitchens Div.,
American-Standard,
Warren, O.

Device: Youngstown Kitchens food waste disposer.

Selling Features: A new disposer cutting system—cutting is accomplished by means of 3 sets of double-sided teeth of stainless steel alloy; each tooth is V-shaped and fastened in a stainless steel disc; teeth may be turned over exposing new unused cutting surface when worn—new teeth are available at nominal cost; a redesigned water seal, new $\frac{1}{2}$ h.p. motor, factory-sealed lubrication and redesigned outlet system is also featured; simplified installation; weighs 24½ lbs.; 5-year warranty.

Price: \$79.95.



BENDIX 1957 Laundry Line

Crosley and Bendix Home Appliances Div.,
Avco Mfg. Co.,
Cincinnati, 25, O.

Models: Duomatic washer-dryer combinations available in Custom and Deluxe models in gas and electric; plus a full line of side-by-side matched washers and dryers . . . a Deluxe and Custom tumble-action washer and a flexible tub model and Custom, Deluxe and Advanced dryers in gas and electric.

Selling Features: Combination units employ tumble-action principle using 4 vanes on outside perimeter of tubes; available in 3 colors and white with full-width lighted back panels, lighted controls, porthole doors for visual suds control; automatic 3-speed transmission and flexible controls. Custom unit has a choice of 6 water temperatures—3 for soak and rinse water: warm, cool or cold; and 3 for wash water—warm (100 degs.) medium or hot (tank

NEW PRODUCTS

temperature). Restyled Deluxe Duomatic can be set to operate with water at tank temperature or at thermostatically controlled 100 degs.

Airplane type shock absorber suspension permits higher rate of spin speed at end of wash and rinse cycles. Custom Duomatic has 8 lbs. capacity with keyboard controls that make it possible to handle smaller loads with water savings up to 8 gal. per load.

Bendix matched washers feature tumble-action with 6-way temperature selection 2-lighted control dials on left rear top with full-width back panel; Pyrex porthole door; exterior design matched with new Super-Fast dryers.

6 Super-Fast dryers feature full-width air flow; Custom Super-Fast has full-width back panel, lighted controls, twin-dials, porthole door and porcelain enameled top; high speed drying action dries a 9 lb. load in 32 min.; ultra-violet ozone lamp. Also featured in Custom and Deluxe dryers is a heat switch permitting drying with or without heat; uses up to 8000 watts on electric models and up to 33,000 btus on gas.

Formica tops in 8 decorator colors available on Deluxe dryers which have rectangular doors and front control dials. Standard dryers have single control dial for time selection.

Prices: Duomatics from \$479.95; washers \$199.95 for flexible tub model, \$279.95 and \$329.95 for tumble action models; dryers from \$169.95.



CORY Sharpener

Cory Corp.,
221 N. LaSalle St.,
Chicago, 1, Ill.

Device: Cory KSS combination knife and scissors sharpener has been added to sharpener line.

Selling Features: Professionally sharpens knives and scissors; housing and guide clips designed so user has to sharpen blades correctly; knife or scissors edge meets sharpening wheel at exactly the right angle, eliminating guesswork; pre-positioned sharpening angle is 12 degs; safety feature prevents damage to knife or scissors by automatically stopping if blade is pressed too hard against wheel.

Price: \$16.95.



OSTER Blender Attachments

John Oster Mfg. Co.,
Milwaukee, Wis.

Device: Oster triple-use juicer-slicer-shredder attachments for use on Osterizer liquefier-blender base, in 2 models—one fits the single-speed No. 10 Osterizer, the other is designed for the 2-speed Deluxe Osterizer No. 403.

Selling Features: Can be mounted on base in any position; 1-piece white enamel housing with large capacity 1-piece aluminum hopper; easy to take apart and clean; self-lubricating; 3 separate metal discs are included—one each for juicing, slicing and shredding. Juicer extracts juices from fresh fruits, berries, vegetables. Slicer produces neat, uniform slices. Shredder shreds anything from vegetables and cheese to fresh coconut; produces right size shreds for fine slaw, sauerkraut, salads, etc.

Price: \$39.95



CROSELY Range

Crosley & Bendix Home Appliances Div.,
Avco Mfg. Corp.,
Cincinnati, 25, O.

Model: SDH-30 30-in. range.

Selling Features: Divided-top model with full-width fluorescent lighted copper-tone back panel; automatic clock-timer; opaque Tel-a-Speed controls dial through 1000 heats from "simmer to sizzle" offering an infinitely adjustable complete range of heats; control knobs in cordovan brown; giant 30-in. "holiday" oven with self-sealing oven door; thermostatically controlled bake unit with porcelain baffles distributes heat evenly for uniform baking; large storage drawer glides on nylon rollers.



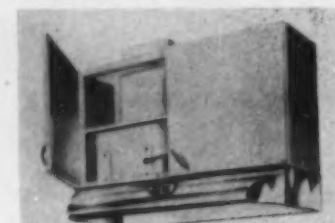
CASCO Griddle

Casco Products Corp.,
Bridgeport, 2, Conn.

Device: Casco "Fry-n-Grill" automatic portable griddle.

Selling Features: King size capacity of over 200 sq. in. controlled cooking surface in polished aluminum; air-cooled plastic handles; over-size grease well and all-round drain; plastic legs; cast-in element; cooking guide on handles; automatic heat control plug is removable for easy cleaning of griddle and has an illuminated dial calibrated from 160 to 400 degs. F.

Price: \$24.95.



CHELSEA Fans

Chelsea Fan & Blower Co.,
Plainfield, N. J.

Models: Chelsea Power Vent range hoods and a new deluxe blower fan for kitchen, laundry, bathroom or den.

Selling Features: Deluxe and Standard range hood collects more heat, smoke, grease laden air and holds it in confinement for rapid removal by companion deluxe blower. Both have sweep-back sides, smooth edges and corners, hidden built-in light; dual knock-out plates for mounting fan on right or left; coppertone or stainless finish. Deluxe has push-button controls at eye level to regulate hood light and blower and matching splash plates to protect walls; available in 4 sizes.



Deluxe blower fan designed as companion to range hood removes 400 cfm; built-in damper prevents back drafts; coppertone or chrome; grille size is 10½x12½x1; a complete selection of accessories include 3-speed wall switches, automatic timer switches, filters, white enamel ducts.



8" TILTING ARBOR CIRCLE SAW

A NEW deluxe tool with exclusive "EASY-VU" illuminated angle indicator, "mirror-finish" cast iron table and extensions, precision-engineered internal parts, and NEW "Safety-Key Switch."

"PRECISION-ENGINEERED
TO DO THE JOB
YOUR CUSTOMERS WANT DONE!"

Today, more than ever, Home Craftsmen are after "professional" results. They're dead earnest about their work and they'll *buy* the tools that do the job. Shopmaster offers you the *complete* line of power tools that your customers believe in and *buy*! They're reading about these three headliners in the SATURDAY EVENING POST. Get the facts, tie in!



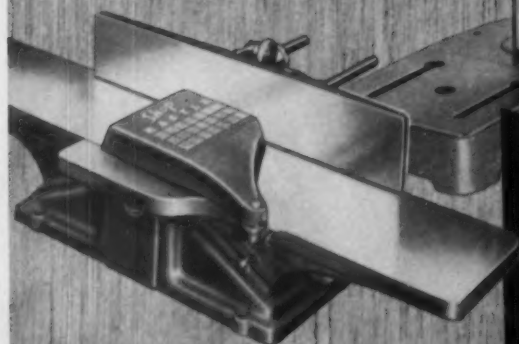
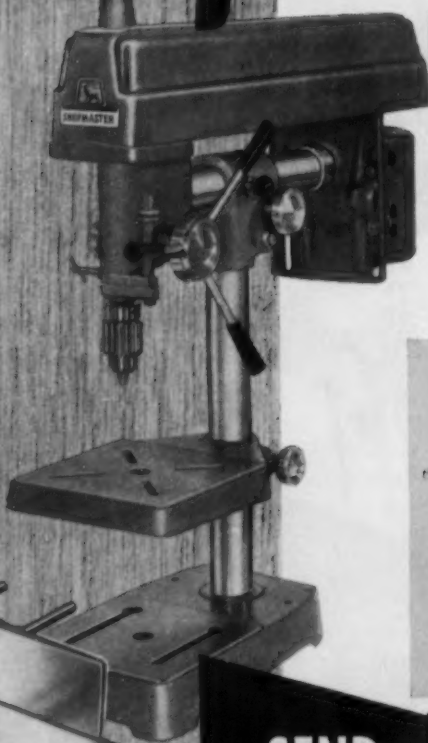
Shopmaster

Leads the way with

POWER TOOLS

24" RADIAL ARM DRILL PRESS

NEW deluxe model — with exclusive positive angle drilling. It's complete with 1/2 HP. motor wired and ready to use — offers extra-large 24" drilling capacity — heavy-duty safety chuck and "Safety-Key Switch."



6" JOINTER-PLANER

Special features: Precision cutter head, "mirror-finish" cast iron adjustable tables — both front and rear, center-locking fence and sealed-for-life ball bearings.



Your store will be a full-fledged power tool headquarters with this Shopmaster Merchandising Unit . . . displaying the Shopmaster Saturday Evening Post headliners. The DK-98 Display packs enormous selling power into 20 square feet.

**SEND
THIS
COUPON
TODAY!**

SHOPMASTER, INC., Dept. 906

1214 South Third Street • Minneapolis 15, Minn.

Please send me the Shopmaster Dealer Catalog and the promotion kit so that I can tie-in with Shopmaster's SATURDAY EVENING POST Campaign.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

DISTRIBUTOR NAME _____

A Subsidiary of Jones & Lamson Machine Company, Springfield, Vermont, U.S.A.

"ELECTRICAL MERCHANDISING



ADVERTISING DOES DOUBLE DUTY FOR US"

.... says Harold Frankel, nationally known retailer

Harold Frankel, President of Frankel's Appliances, Huntington, West Virginia, has sold electric housewares, major appliances and radio-TV sets for 12 years. For the past 10 years Harold has subscribed to ELECTRICAL MERCHANDISING.

Harold Frankel reports . . .

"The advertisements in ELECTRICAL MERCHANDISING help me choose lines as well as point up product features to my customers. The ads are particularly useful for specifications, illustrations of models and advance information on newly announced lines. That's why I say the ads not only bring the market into my store — they also help me move merchandise. We generally keep 6 or 8 copies of ELECTRICAL MERCHANDISING handy so that our salesmen can use them as needed . . ."

Source of successful promotions . . .

Harold Frankel states that many of his most successful promotions have come from the pages of ELECTRICAL MERCHANDISING. In his words:

"I've always been a firm believer in sales promotion, and that goes double for sales ideas that have worked out into increased volume and more profit. Top editorial coverage of the market's most advanced sales methods makes me look forward to each issue of ELECTRICAL MERCHANDISING."

Market Wrap-up . . .

Another reason Harold finds ELECTRICAL MERCHANDISING so valuable is that its market wrap-up allows him to devote more time to his civic and trade responsibilities. He's on the YMCA Board of Directors, chairman of Huntington Housing Authority, on the Board of St. Mary's Hospital

and is currently running for election to the City Council. Tradewise, he was a member of NARDA's Board of Directors for four years and is active in the Huntington Chamber of Commerce. After mentioning time saved by using ELECTRICAL MERCHANDISING's broad Industry coverage to constantly improve his business, Harold said, "Both my salesmen and service men read it regularly to pick up latest techniques and keep in step with the Industry."

Intentional advertising readership . . .

In a survey conducted among winners of the Brand Names Foundation Awards, 98% of the Brand Name Retailers answering indicated they were regular trade paper readers. 96.6% of these top dealers testified that they intentionally read trade paper advertising. Harold Frankel typifies these blue ribbon retailers and the top appliance-radio-TV dealers who are twice as likely to pick up ELECTRICAL MERCHANDISING purposely to read the ads than the field's second publication. This intentional advertising readership by both sales-minded dealers and distributors means that your advertising gains extra effectiveness by being thoroughly read.

Advertising pay-off . . .

Because the people who mean so much to you save it and frequently refer to it, one of your advertisements gives the cumulative impact to several insertions. Regular use of ELECTRICAL MERCHANDISING means that your advertising message is working harder building distribution among top dealers and distributors where you can boost sales volume cheaply.

Electrical Merchandising

alone will cover the market alone

A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.





G-E Refrigerator-Freezer Center

General Electric Co.,
Louisville, Ky.

Device: G-E free-standing refrigerator-freezer center with built-in look.

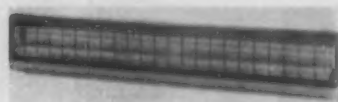
Selling Features: New "K" frame permits combining all appliances together for custom-look installation—combining refrigerator-freezer-and-storage-cabinets in any way to plan a kitchen as a modern room divider, as a recessed unit in an alcove or against existing walls. "K" frame eliminates need of supporting wall, yet combines basic equipment into a single unit for storing fresh and frozen foods plus counter workspace and storage drawers; wall refrigerator-freezer puts all food at eye level; cabinets in center store small appliances, canned foods, cereals, etc.; choice of base cabinets or freezer in a variety of arrangements available.

Freezer compartment in refrigerator has 3 copper-tone aluminum shelves, a special ice tray shelf; 4 Mini-cube ice trays; 3 adjustable, removable freezer door shelves for juice cans and packaged foods.

Roll-out base cabinet freezer can be used; each freezer unit has 5 cu. ft. capacity, holds 173 lbs. food at 30½ x 34½ high x 24½ in. deep.

Ten-position temperature control includes "off"; 4 removable Mini-cube trays; single drawer rolls out for easy access to food; turquoise interior, black trim.

Refrigerator-freezer available in any G-E Mix or Match colors: yellow, turquoise, pink, cadet blue, woodtone or white.



ELECTRIGLAS Heaters

Electrigras Corp.,
Bergenfield, N. J.

Device: Electrigras radiant heat baseboard panels.

Selling Features: "Solar Glass" develops almost 97% true radiant heat, the manufacturer says—non-drying, clean, without drafts or moving columns of air; available in 3 sizes: 600, 1000 and 1500 watts, measuring 30, 48 and 72 in. wide; 8 in. high and 2 in. deep; can be

NEW PRODUCTS

installed in any combination—completely recessed, semi-recessed or surface mounted; 120 or 240 volts.



OSTER Can Opener

John Oster Mfg. Co.,
Milwaukee, 17, Wis.

Device: No. 508 Oster can opener head for Oster Meat Grinder.

Selling Features: Fits easily on meat grinder power unit; opens round cans from small frozen juice size to large bulky gallon cans and odd shaped, dented, damaged cans; leaves a safe, non-cutting edge; ejector spring keeps can in alignment during cutting process; oversized magnet picks up lid after cutting process is over; blades can be removed for easy cleaning; die-cast zinc and hardened steel.

Price: Can opener head \$9.95; Oster motor base with meat grinder, \$49.95; ice crusher head, \$12.95.



RIVAL Ice-O-Matic

Rival Mfg. Co.,
Kansas City, 29, Mo.

Device: Rival Ice-O-Matic portable electric ice crusher, No. 800.

Selling Features: Light, easy to handle; takes no more room than a toaster; no attachments needed; new principle permits infinite selection of crushed ice in any size from extremely fine to nugget-coarse; white, 1-piece molded case with chrome trim and controls; built-in, seamless drawer receives crushed ice output; 4 precision sharpened, stainless steel talons do heaviest crushing job; safety-feed door; 1700 rpm motor never needs oiling.

Price: \$29.95.



CORY Vitabrush

Cory Corp.,
221 N. La Salle St.,
Chicago, 1, Ill.

Device: Cory Vitabrush electric hairbrush DEB.

Selling Features: Has rows of nylon bristles which reciprocate rapidly providing 5000 "push-pull" strokes per min; gives scalp a fast, vigorous brushing; static electricity set up by nylon bristles cleanse scalp and act as vacuum to aid in dandruff removal; brushhead can be detached and cleaned—snaps off motor housing.

Price: \$29.95.



TOASTMASTER Steam-Dry Iron

Toastmaster Products Div.,
McGraw Electric Co.,
Elgin, Ill.

Device: Toastmaster No. 4B1 automatic steam and dry iron. Selling Features: Holds 8 oz. tap water; fingertip steam control; easy to see fabric selector; 9 steam vent aluminum soleplate automatically stops steaming when standing on heel rest; cool comfortable handle; weighs 3½ lbs.; tubular cast-in 1000 watt element; attached 7 ft. cord; thumb control button switches from steam to dry; tap-fill opening in handle front.

Price: \$15.95



UNIVERSAL Cleaner

Landers, Frary & Clark,
New Britain, Conn.

Device: Universal canister cleaner No. 6765.

Selling Features: Has 4 swivel wheels for mobility; an extra powerful motor mounted in base of cleaner; throw-away paper bags; comes complete with 5 attachments: floor nozzle, rug nozzle, round brush, drapery nozzle and radiator nozzle.

Price: \$49.95



HAMILTON BEACH Toaster

Hamilton Beach Co.,
Div. Scovill Mfg. Co.,
Racine, Wis.

Device: Hamilton-Beach pop-up toaster, 2T.

Selling Features: Toast pops up extra high so that the smallest slices can be easily removed without burning fingers; color control knob adjusts for light or dark toast; true-heat double thermostat timer assures even browning; easy to clean; spring latched crumb tray modern styling; 1200 watts, 115 volts a. c. only; 5-year guarantee.



HEATMORE Panels

Heatmore, Inc.,
59 Throop Ave.,
Brooklyn, N. Y.

Models: New series VP Heatmore ceramic panels for bathrooms, kitchens, etc.

Selling Features: Automatic, vertical-mounted ceramic radiant heat panels in chrome, white enamel designed for supplemental heating are suited to provide warmth in kitchens, dressing rooms—wherever wall space is narrow or limited; available in 500, 750 or 1000 watts, they feature Heatmore same size ceramic panels.

Surface mounted units are 7½ in. wide, 31½ in. high and extend 2 in.

Built-in thermostat and indicating pilot light are standard in all models.

3 HOT HI-PROFIT DEALS



HEATING PADS

with push-button control

for soothing RELIEF
only WARMTH can give



NEW! 7-PAD DISPLAY DEAL BUY 6—GET ONE PAD FREE!

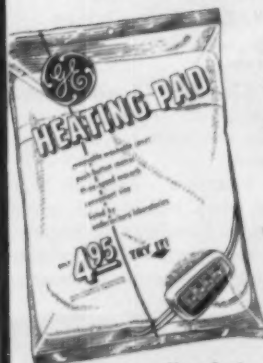
YOU BUY:	Retail Value
2 PS9A8's @ \$8.95* each....	\$17.90
2 PS9A7's @ \$7.95* each....	15.90
2 PS9A5's @ \$5.95* each....	11.90

YOU RECEIVE FREE	
1 PS9A5 @ \$5.95*.....	5.95
7-pad Display	

Total retail value	\$51.65
Your cost	\$29.72
Your profit	\$21.93
or . . . 42.4% margin	



NEW! Special "See-Thru" Pack Deal



- Clear, flexible packages
- Demonstrable Push-Button Control
- Self-Selling Features—large G-E Monogram, and low \$4.95 price

**YOU BUY 11—
GET ONE FREE**

	Your Cost	Total	Your
	total—11	retail	profit
12 PS9A4's @ \$4.95* each	\$59.40	\$35.42	\$23.98

NOW! 11-PLUS-1 DEAL

You buy any 11 G-E Heating Pads of one model—receive a like model free

YOU BUY 11—YOU GET 12

	Your cost	Total	Your
	total—11	retail	profit
12 PS9A8's @ \$8.95* each	\$98.40	\$107.40	\$43.38
12 PS9A7's @ \$7.95* each	\$87.45	\$95.40	\$38.53
12 PS9A5's @ \$5.95* each	\$65.40	\$71.40	\$28.83

*Manufacturer's recommended retail or Fair Trade price. Automatic Blanket and Fan Dept., General Electric Co., Bridgeport 2, Conn.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

NEW PRODUCTS



BROIL-QUIK Rotisserie and Broiler Combinations

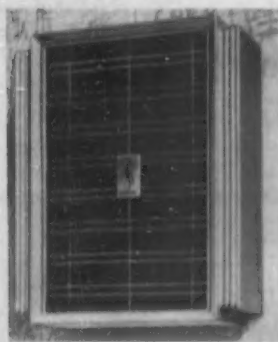
Peerless Corp.
615 W. 131 St.
New York, 27, N. Y.

Device: No. GT99 Rotomatic Chef rotisserie; and No. C Trio broiler-grill only.

Selling Features: Rotomatic Chef has every Broil-Quik deluxe feature plus a 4-hr. timer, infinite heat control, full glass slideaway spatter shield and upper grill tray.



Trio, built on GT chassis has same styling and double wall construction without rotisserie.



NUTONE Door Chimes

Nutone Inc.,
Madison & Red Bank Rds.,
Cincinnati, 27, O.

Models: L-30 and K-41C with chord-tones.

Selling Features: L-30 produces 2 chords at front door and 2 notes at rear door. K-41C "Symphonic" with an 8-chord chime produces 8 or 4 chords for front door, 2 chords rear and 1 chord third door.

L-30 designed to harmonize with all interiors has smart grille pattern and desert-sand cover with gold-flecked grille cloth.

K-41C brass tubes outline classic cover in lime oak, or walnut.

Prices: \$12.95 and \$36.95 respectively.



WESTINGHOUSE Cleaner

Westinghouse Electric Co.,
Portable Appliance Div.,
Mansfield, O.

Device: New upright cleaner DF-1. Selling Features: Self-adjusting nozzle regulates automatically to any rug thickness, stepped wheels provide adjustment for nozzle; self-cleaning suction allows air to enter top of bag, dropping dirt to bottom of bag; self-adjusting handle without use of levers or pedals—handle moves to any desired position at finger touch; Toss Away bag; all-around bumper; headlight; maroon and gray trim.



SPARKLET Bar-Tendor

Knapp-Monarch Co.,
St. Louis, Mo.

Device: Sparklet "Bar-Tendor" liquifier-blender.

Selling Feature: Mixes, grinds, chops, shaves, blends; 2-piece top, 44 oz. clear glass bowl; chrome base; 2-speed switch with "off" position.



NELSON Frypan

Nelson Machine & Mfg. Co.,
Ashtabula, O.

Device: Nelson round frypan.

Selling Features: 10-in. in diam.; 2½ in. deep; polished aluminum; accurate thermostat, easy-to-read temperature indicator and Ni-chrome unit; food temperature chart located on insulated handle; aluminum cover and cord.



PROCTOR Steam Iron

Proctor Electric Co.,
3rd & Hunting Park Ave.,
Philadelphia, 40, Pa.

Device: Mrs. America flash-type steam iron No. 993.

Selling Features: 17 steam vents equally-spaced over entire soleplate makes it possible to steam iron in any direction; full view soleplate designed for right or left-handed use, fingertip steam/dry control; tilt-backed heel rest; wide, high level water filler in handle; conveniently located fabric dial; uses water from faucet; 7 oz. water changer; weighs less than 3 lbs. Price: \$15.95



UNIVERSAL Coffeemaker

Lenders, Frary & Clark
New Britain, Conn.

Model: Universal new 5-cup automatic coffeemaker.

Selling Features: Cold water pump starts brewing action quickly; Heat Sentinel—a separate warming element that takes over when brewing is finished to keep coffee at serving temperature without increasing strength; scientifically designed spreader plate and basket to extract full flavor; heat resistant handle; non-drip spout; graduated cup markings inside; chromeplate copper.

Price: \$19.95

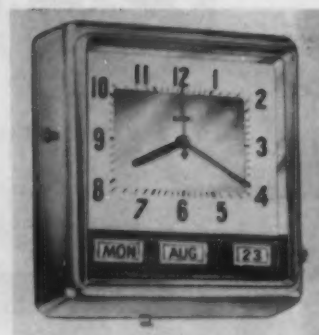
TITAN Heaters

Titan Sales Corp.,
701 Seneca St.,
Buffalo, 10, N. Y.

Models: Titan Hi-Watt heaters No. 66, 67 and 68.

Selling Features: No. 66 take 3000 watts; No. 67, 4000 and No. 68 4600 watts; all operate on 220 volts; features include black molded

carrying handle; Ever Cool case; power signal indicator remains on during operation; Therm-O-Dial controls turns heater on and off automatically keeping room at pre-selected warmth; temperature limit control shuts heater off automatically if tipped over; pearlized 2-toned baked enamel finish.



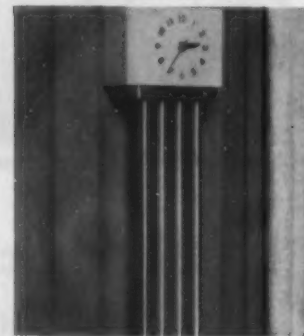
LUX Calendar Clocks

The Lux Clock Mfg. Co.,
Waterbury, 20, Conn.

Model: Lux "Date Minder" electric calendar clocks 5121 and 5120.

Selling Features: Both models feature high visibility dial with the day, date and month and the time automatically; for 110 volts, 60 cycle a. c. only. Both models have polystyrene case; No. 5121 has gold center, black numbers and calibrations on white and black calendar panel with gold windows; No. 5120, raised polished brass numerals and hour dots on an offwhite background; center panel and calendar panel in gray; cases of both models available in metallic bronze, antique yellow, red, ebony or white.

Price: \$10.95



EDWARDS Door Chimes

Edwards Co., Inc.,
Norwalk, Conn.

Models: Claridge, Clarendon and Canterbury, 5-ply veneers and solid mahogany combination clocks and door chimes.

Selling Features: Available in American black walnut and limed oak veneers; Honduras mahogany; clocks are equipped with Telechron motors; imported numerals, bezels, faces and hands.

Clarendon and Claridge (without clock) provides 3 signals; 8-note melody, 2 note and single note.

Canterbury provides 8 note Westminster melody, 2 notes or one note.

MILLIONS are learning to look for...



... the **U/L SAFE CORD FLAG LABEL**
Be sure **YOU** include this sales feature
on your electrical products

SAFETY is a sales factor of ever-growing potency in the minds of electric housewares purchasers. The multiplying use of electrical equipment, plus intensified educational effort to minimize shock and fire hazards has developed a wiser, more discriminating buying public.

Today forward thinking manufacturers of electric appliances and lamps equip their products with *Safe Electrical Cord Sets*—bearing the Underwriters' Laboratories Flag Label*. And month after month, millions of radio and television listeners are told why they should insist on this small blue or green paper label. For the U/L Flag gives assurance that the cord and connectors have been assembled to meet the high safety standards of Underwriters' Laboratories, Inc.

Be sure your electrical products carry this protective identification on their flexible cords . . . and use this convincing point in your sales talks.

Further details about the Safe Electrical Cord Program and its importance to national safety will be sent on request.

THE SAFE ELECTRICAL CORD COMMITTEE
155 East 44th Street, New York 17, N. Y.

A committee of Manufacturers of Flexible Cords
who are interested in promoting electrical safety



CORY Percolator

Cory Corp.
221 N. LaSalle St.,
Chicago, 1, Ill.

Device: Cory Capri automatic percolator DPX.

Selling Features: Makes from 3 to 10 cups; has cup markings on exterior and on inside of basket; automatic 540-watt element turns off when brew cycle is completed then 40-watt element keeps coffee hot for serving; dripless spout, chrome-plated body; easy-grip bakelite handle.

Price: \$19.95



HOLLIWOOD Broiler-Grill

Finders Mfg. Co.,
3649 S. Michigan Ave.,
Chicago, 15, Ill.

Device: Holliswood broiler-grill No. 100.

Selling Features: Broils, grills, fries, toasts, warms; 1200 watt element operates on a.c. or d.c. 110-120 volts; tray, rack and cord set included; 11½ in. square, 5½ in. deep.

Price: \$16.95.



FAPCO Frypan

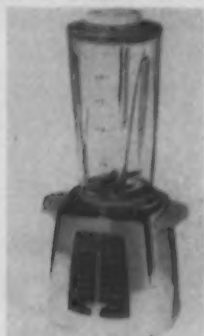
Foster Aluminum Alloy Products Corp.
Forestville, N. Y.

Device: Fapco Magic-Fry automatic frypan.

Selling Features: Thermostatic control gives temperature range from simmer to 420 degs.; fries, bakes, grills, stews, braises, chafes, cas-

NEW PRODUCTS

seroles, pops corn; deep square design; 10½ in. square; Neon dial light and jewel signals when pan is correct temperature; temperature guide on handle; Silicone interior surface; immersible; high dome polished aluminum cover; aluminum casting; 1150 watt sealed-in element; a.c. only; weighs 4½ lbs.



K-M Liquidizer

Knapp Monarch Co.,
St. Louis 16, Mo.

Model: Multi-speed Liquidizer.

Selling Features: Chops, grinds, liquidizes, pulverizes, shreds, blends, purees; "Dial-A-speed" control switch designates proper speed for each operation; 44 oz. capacity; available in "Connoisseur copper", chrome and 3 decorator colors—yellow, blue, pink and white.

A conventional 2-speed Liquidizer is also available in chrome or white base.

Price: \$49.95

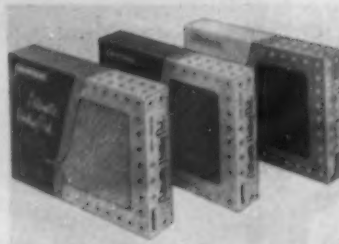


ELECTROMODE Heater

Electromode Div.,
Commercial Controls Corp.
Rochester, 3, N. Y.

Device: Tutone portable heater.

Selling Features: Available in manual and automatic models in 2-tone Driftwood or Desert sand with front and back of heater in harmonizing shades; safety grid heating element—a finned aluminum casting with wires sealed inside; no exposed hot wires or coils; built-in safety switch automatically shuts off current if air flow should stop on and off switch; slow motion fan provides even heat distribution; automatic models have hydraulic action thermostat which is activated by and regulates room temperature.



UNIVERSAL Heating Pads

Landers, Frary & Clark,
New Britain, Conn.

Models: 3 new Universal automatic heating pads, Deluxe No. 7406, No. 7206 and No. 7006.

Selling Features: New, more sensitive automatic thermostat provides more accurate temperatures; control button clicks for high, medium or low heats; heat is maintained at temperature set and can be dialed in dark; all 3 pads in new fabrics: No. 7406 has blanket-like fabric, features waterproof all rubber inner case for wet or dry applications; pink and white checked, cover can be zipped off for laundering. No. 7206, has blue washable case that snaps off or on. No. 7006 has washable green removable cover.

Prices: No. 7406, \$8.95; No. 7206, \$6.95 and No. 7006, \$5.95.



CHROMALOX Heaters

Edwin L. Wiegand Co.,
7500 Thomas Blvd.,
Pittsburgh, 8, Pa.

Device: Chromalox fan-driven, built-in-wall electric heater.

Selling Features: Available in 1500, 2000, 3000 and 4000 watts for operation on 230-240 volts a. c. to fit into wall dimensions approximately 20 in. high and 14 in. wide; 2-tone brown and seafoam beige front cover extends 1½ in. into room; heater may be flush-mounted anywhere in room; metal-sheathed, finned elements are moisture-sag—and shock-proof; low-speed fan draws cool air from floor over heating elements through top finned covered opening; built-in adjustable thermostat automatically maintains any temperature from 55 to 85 degs. F.; on-off switch separate.



TRICOLATOR Coffee Urns

Tricolator Mfg. Co.,
321 Jelliff Ave.,
Newark, 8, N. J.

Device: New line of portable automatic coffee urns TP-30, TP-50, TM-50 etc.

Selling Features: TP-30 makes from 12 to 30 cups; TP-50 and TM-50 from 20 to 50 cups; drinking temperature is maintained by Thermo-Guard control; Tricomat switch automatically selects brew desired; Redilite glows when coffee is ready; high polish, heavy gauge aluminum; Trico-filtration gives full coffee extraction.

Price: Party-Perk TP-30, \$29.50; TP-50, \$34.95; TM-50, \$39.95.



PFAFF Accessories

Pfaff Sewing Machine Co.,
14 E. 62nd St.,
New York, 21, N. Y.

Models: "Ornamentograph" and a new decorator cabinet for Pfaff 332 automatic.

Selling Features: Ornamentograph makes it possible for home sewer to reproduce any art design in embroidery—design is traced using pointed metal stylus which automatically masters needle's direction reproducing design on cloth held taut within an embroidery hoop.

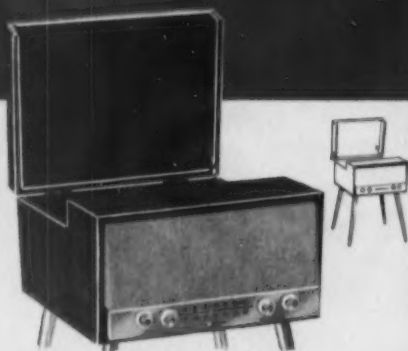
Pfaff 332 automatic is now available in a new decorator cabinet with patented elevator mechanism—light pressure exerted upward, or downward on machine head shifts the head to 3 different heights—in lowest position it is stored, in second position its extended bedplate gives character of a flat bed machine, and third or highest position the open-arm simplifies sewing or darning of tight garment areas such as sleeves and pockets.

Prices: Ornamentograph, \$14.95; Pfaff 332 automatic in cabinet, \$440.

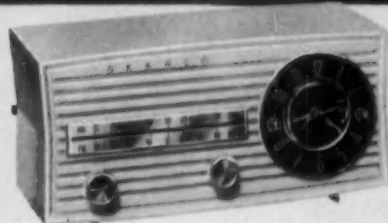
GRANCO

the only complete line
featuring **FM**
opens a great new market!

More people every day want FM! And Granco, the world's leading specialist in FM, makes it easy for them to buy it . . . easy for you to sell it. Granco's added features, lower prices, and complete line provide FM for everybody, every budget, every home requirement. Demonstrate it. Let them hear the "new sound." You'll find yourself with a new radio market, a new road to high profits.



Granco FM is drift-free! Granco's exclusive Coaxial Tuner assures freedom from drifting and fading off. This remarkable Granco FM-AM "Symphony" High Fidelity Radio-Phonograph (Model RP-750) compares in every respect to other radio-phonographs available at twice the price . . . \$129.95.



FM is now available in popular-priced clock radios! The beautiful Granco FM-AM "Musichron" Clock Radio (Model 760) awakens one gently to FM or AM, has a Telechron Electric Clock to keep accurate time . . . \$49.95. Model 770 has a radio alarm and a buzzer alarm . . . a slumber switch and an automatic appliance outlet . . . \$59.95.



Granco has FM in a complete high fidelity entertainment unit! The Granco FM-AM "Symphony" High Fidelity Radio-Phonograph Console (Model RP-1000) will thrill the most discerning music lover. Precision-built automatic 4-speed record changer, 2 speakers (12" woofer, 4" tweeter), 10 tubes, 2 rectifiers, bass and treble controls . . . \$219.95.



Inter-station interference never occurs on FM! Because of the very nature of FM, there can never be adjacent channel interference . . . nor annoyance from distant stations. In addition to FM reception, this Granco FM-AM "Concert Hall" Radio (Model 730) is also engineered for superb AM reception . . . \$49.95.



Finer FM programming attracts a whole new audience! So many more soothing, fascinating, different programs can be heard on this Granco FM-AM "Concert Hall" Radio (Model 740). With 7 tubes and a hand selected extended range dynamic speaker, it provides the ultimate in listening pleasure . . . \$59.95.



FM is static-free for better listening! Even thunderstorms directly overhead will not affect FM reception. This Granco "Music Hall" Radio (Model 720) is the lowest priced FM-AM radio ever produced . . . \$39.95.



Sounds never heard on AM are reproduced distinctly through FM! For true music lovers who wish FM reception only this Granco "Concert Hall" Radio (Model 620) is ideal. 7 tubes and 7" extended range speaker . . . \$39.95.



FM can be economically added to present equipment! This Granco FM Tuner (Model T-160) enables those who already have a Hi-Fi system, TV set, phonograph, or tape recorder to tune in FM broadcasts . . . \$34.95.



Realistic FM sound appeals to hi-fi conscious America! On sets like this Granco FM "Music Hall" Radio (Model 610), music or voice is heard in full or natural tones. This superb value is the only FM radio that ever sold for . . . \$29.95.

Use either single or double magnet in West and East.

FM means GRANCO

For full details on how you can profit through Granco, request your nearest distributor or write Dept. 29

GRANCO PRODUCTS, INC.

36-07 20th Ave.
Long Island City 5, N.Y.
The leader — in FM and Hi-Fi



NEW PRODUCTS



K-M Corn Popper

Knapp-Monarch Co.,
St. Louis, Mo.

Device: K-M Redi-Pop automatic corn popper.

Selling Features: Corn requires no stirring, shaking or watching; corn popper automatically shuts off current when corn is completely popped; automatic control keeps corn warm in popping bowl without scorching or burning; one popping makes 4 full boxes of popcorn; clear glass Fire King lid permits observation of popping; 10-in. high.



LUX Memory Minder

The Lux Clock Mfg. Co.,
Waterbury, 20, Conn.

Device: Lux Memory Minder electric timer, No. 1575.

Selling Features: Converts non-automatic electric appliances into automatic shut-off models; TV, heaters, dryers, lights, radios, air conditioners, washers, fans can be shut off automatically at any time up to 4 hours when plugged into Memory Minder; white bronze or black case; white dial; a. c. only—20 amps 115 volts, 10 amps 230 volts or 1/4 hp 115-230 volts.

Price: \$6.95



BLACK & DECKER Tools

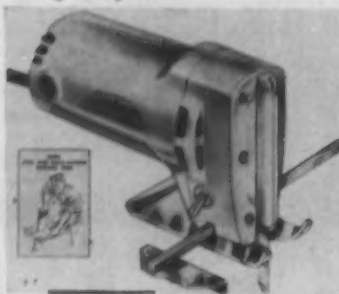
The Black & Decker Mfg. Co.,
Towson, Md.

Device: Two new portable tool kits.

Selling Features: Saw, drill and

sander kit in steel case has B & D 1/4 drill with geared chuck, a 5-in. saw attachment, an orbital sanding attachment; 7 twist drill bits; and easy-to-follow patterns.

Deluxe Fixkit has B & D drill, horizontal bench stand, buffing wheel, grinding wheel, 3 sanding discs; polishing bonnet; rubber back pad and a can of special wax for polishing plus a polishing and buffing compound.



SUNBEAM Tools

Sunbeam Corp.,
5600 Roosevelt Rd.,
Chicago, 50, Ill.

Models: Sunbeam electric hand saw; combination grinder-sander-honer; and deluxe toolbox.

Selling Features: Latest addition to Sunbeam home workshop tools is the electric hand saw that goes through a 2x4 in seconds; precision built—50 percent longer, 1/2 in. stroke gives faster, smoother cutting; precision balanced; has easy grip; cuts accurately in formica, wood, masonite, plywood or plastic; high-speed steel blades for cutting iron, steel, scroll work or keyhole work; rip guide with circle guide pin makes it possible to cut perfect circles up to 13 in. in diam. Fan-forced air cooled motor; blower clears away sawdust or chips; easy to change blades are automatically self-aligned with positive position lock; fingertip toggle switch.



Combination grinder-sander-honer has 1/4 h.p. motor; adjustable tool rest bar over honer to finish keen edges after grinding; 2-side, 4 in. honing stone turns at 175 rpm; grinds, finishes and de-burns; shatterproof safety shield; 6-in. disc sander; sturdy table provides flat work surface.

Tool box has special fitting for Drillmaster and new hand saw plus space for other tools that can be added; Add-a-Tool box partitions for drill accessories.

Prices: Hand saw, \$42.50; Grinder-sander-honer, \$49.75.



SHOPMASTER Tools

Shopmaster, Inc.,
1214 S. Third St.,
Minneapolis, 15, Minn.

Device: Shopmaster 8 in. circle saw TA-8A and 24 in. radial arm drill press, DP-24A.

Selling Feature: Saw, for home handyman etc. is heavier than other circle saws in line; has 16x33 in. cast iron table with webbed extensions; easy-five illuminated instrument dial; 8 in. blade tilts to 45 degs, 2 1/2 in. maximum depth cut; safety key switch; tool cannot be turned on unless key has been inserted and turned to "on".

Radial arm drill press for home workshop can be set at any desired angle, allowing user to drill diagonally, horizontally, or vertically; positive locking mechanism holds drill securely for duplicate angle drilling; drill arm can be positioned at right-angles to base permitting a greater variety of drilling jobs. 1/2 h. p. motor; "safety-key" switch.



SENSATION Edgers

Sensation Mower Inc.,
7577 Burlington St.,
Rialton, Neb.

Device: Easy-edge power edgers TG2E and TG3G.

Selling Features: Available with gas engine or electric motor; will edge around an 8 in. circle; throws cutting away from operator; easy to operate; handle-high depth control.

Price: \$69.95 for electric model TG2E and \$99.95 for gasoline model TG3G.



FLORENCE Range

Florence Stove Co.,
1154 Merchandise Mart,
Chicago, 54, Ill.

Device: Florence Hi-Broiler Barbeque gas range No. 74020.

Selling Features: Equipped with automatic Roto-Broiler with built-in meat thermometer; separate hi broiler may be used as broiler, barbeque meat oven or rotisserie; removable oven window and light; deluxe backguard with condiment shelf and light, on-off switch, electric clock, 4-hr. timer and electric outlet; 1-piece waterfall top; 2 storage drawers.

Price: \$189.95



MAGIC CHEF Range-Heater

Magic Chef, Inc.,
1641 S. Kingshighway,
St. Louis, 8, Mo.

Device: Combination kitchen gas range and heaters—1A690, 1A693 and 1A695.

Selling Features: All models are 36 in. wide; each has heat exchanger of 35,000 btu input capacity except those for manufactured gas where input is 30,000 btu; all have automatic lighting of heater burner; safety cut-off on pilot light; modulating thermostat for heat at infinite number of temperatures, with control located on manifold panel.

A blower accessory to deliver heat at floor level with automatic on-off switch for winter control, and manual switch for summer; automatic oven lighting and swing-out broiler. Magic flame uni-burners No. 1A693 has electric light on backguard, an electric clock and 4-hr. timer plus appliance outlet. 1A695 has fluorescent lighted "crescent-glow" backguard, clock, 4-hr. oven timer, appliance outlet and a Magitrol thermostatically controlled top burner.

Prices: From \$229.95 to \$349.95.

Cut yourself a big slice of this

DOMINION

MELON!



**GREAT, NEW
PROFIT LINE!**

**BIG, NEW
PROMOTION
LINE!**

40%

PROFIT on this 1604 Coffee
Maker Deal!



A real money-maker!
Just buy 5 at regular
price, buy one at special
price and you clear a
neat \$47.35 . . . a
BIG 40% PROFIT!

1604 Features:

All chrome. Brews
4 to 10 cups.
Flavor regulator,
indicator jewel,
cup markings.
Retail \$19.95

40.8%

PROFIT on this 1603
Coffee Maker Deal!



A sensational Fall
special. Just buy 5 at
regular price, buy one at
special price and you
net a tidy \$41.51
. . . a **BIG
40.8% PROFIT!**

1603 Features:

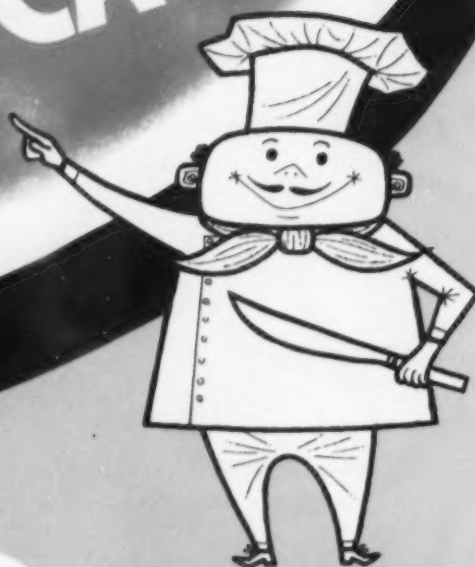
Polished aluminum.
4 to 10 cup capacity.
Indicator jewel,
cup markings,
flavor regulator.
Retail \$16.95


See your Dominion distributor for complete details on these
terrific profit deals . . . and remember . . . Dominion offers
you **FULL MARGINS WITH A HEALTHY PROFIT PER-
CENTAGE ON EVERY SALE!**

Dominion

Imperial

**GREATEST
 PROMOTIONAL LINE
 IN AMERICA!**



Dominion

Imperial


SQUARE FRY-SKILLET

MODEL 2201—Nine appliances in one. Controlled heat. E-Z Cook Guide; temperature control; jewel signal light; "silvercraft" finish. Complete with cover in polished aluminum. Cookbook included.

Suggested Retail Price \$24.95

Model 2202 (Less Cover)

Suggested Retail Price \$21.95

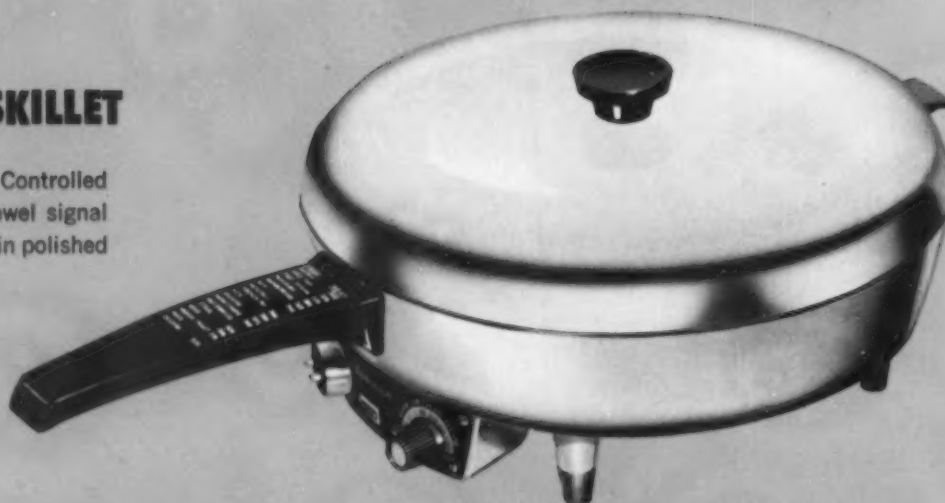
Dominion

Imperial

ROUND FRY-SKILLET

MODEL 2205—Controlled heat; signal light; E-Z Cook Guide on handle; "silvercraft finish." Does nine cooking jobs. Use at the table, on patio. Complete with cover in polished aluminum. Cookbook included.

Suggested Retail Price \$22.95

Model 2205 (Less Cover) Suggested Retail Price \$19.95





*Dominion
Imperial*

SANDWICH TOASTER WAFFLE IRON

MODEL 1225—Styled in chrome. Reversible grids—one set does the work of two. 162 sq. in. of cooking surface. Bakes 4 plate-size waffles. Grills, fries, cooks. Grids reverse in seconds.

Suggested Retail Price \$29.95

Are slim margins nibbling away at your profits?
No need for that to happen when you can handle America's
greatest promotional line of appliances
. . . DOMINION IMPERIAL.

Quality made at a popular price, these appliances
are designed to build store traffic, provide fast
turnover . . . and most important of all, give you
FULL MARGINS, HEALTHY PROFITS.

Get in on the ground floor now. Call your Dominion
distributor for the complete money-making details now!



*Dominion
Imperial*

CORN POPPER

MODEL 5706—Two quart polished aluminum popper
with heat-proof glass cover and separate popping bowl.
No stirring or shaking necessary. Stay-cool plastic handle.

Suggested Retail Price \$5.95

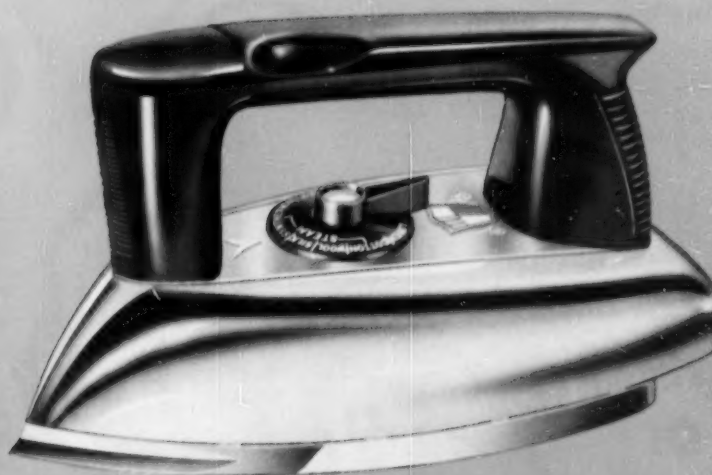


*Dominion
Imperial*

POP-UP TOASTER

MODEL 1116—Styled in chrome. Color selector toasts
light, dark, or in-between. Slight pressure on handle
lowers bread into toaster. Extra large crumb tray in base.

Suggested Retail Price \$17.95



*Dominion
Imperial*

STEAM & DRY IRON

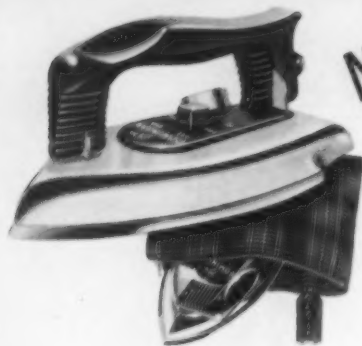
MODEL 1055—Steam irons, presses, steams fabrics,
dry irons. Uses ordinary tap water. Fingertip temperature
control. Weighs only 2½ lbs. Separate iron rest.

Suggested Retail Price \$17.95

Build your sales volume,
get a
**FULL PROFIT
MARGIN**



...with **DOMINION**
appliances!



NEW!

DOMINION
COMPLETELY AUTOMATIC
TRAVEL IRON

Styled in chrome. Heat range for all fabrics. Weighs only 1½ lbs. for effortless ironing. Extra large sole plate. Handle folds flat for storage. Full-size, long-life thermostat. Complete with zipper carrying case.

Model 1033—Retail \$7.95



Choice of two sizes!

DOMINION
IMMERSIBLE, AUTOMATIC
FRY-SKILLET

Immersible for easy cleaning. Controlled heat; E-Z Cook Guide; "silvercraft" finish; signal light. Cookbook included.

Model 2212 (10½" size, less cover) Retail \$16.95

Model 2211 (10½" size, with cover) Retail \$19.95

Model 2216 (11½" size, less cover) Retail \$19.95

Model 2215 (11½" size, with cover) Retail \$23.95



**Dominion
POP-UP TOASTER**

Single lever control. Super silent timer. Large crumb tray in base. Chrome styling.

Model 1120—Retail \$16.95



**Dominion
AUTOMATIC TABLE
RANGE and GRIDDLE**

Thermostatically controlled. Infinite number of heat settings. Monotube elements. Complete with 165 sq. in. griddle. Model 1435—\$34.95—\$35.95*



**Dominion
STEAM & DRY IRON**

Uses ordinary tap water. Weighs only 3 lbs. Chrome plated. Wide steam range. Button nooks.

Model 1070—Retail \$14.95



**Dominion
HAIR
DRYER**

Styled in pink, turquoise, or chrome and black. Easily adjusted on "Hand-L-Stand." Delivers hot or cool air.

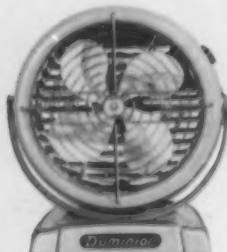
Model 1803—Retail \$9.95



**Dominion
Automatic HEATER**

Thermostatically controlled. Both fan-forced and radiant heating. Signal light. Safety switch.

Model 1530—Retail \$24.95-\$25.95*



**Dominion
"HEAT-R-FAN"**

Double duty heater and fan. 3-way control switch. Tilt mounting for directional control of air stream.

Model 1528—Retail \$19.95



**Dominion
JUMBO POPPER**

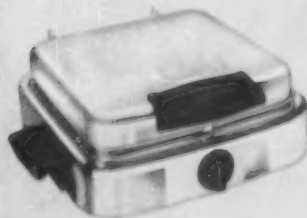
Separate popping bowl. Stay-cool plastic handle. Model 1703 (4-qt. with 8-piece "Hostess Set") Retail \$9.95-\$10.95* Model 1702 (2-qt. with 4 plastic bowls). Retail \$5.95-\$6.45*



**Dominion SANDWICH
Toaster-Waffle Iron**

Styled in chrome. One set of "Revers-O-Grids" does the work of two. Heat indicator. Expansion hinges.

Model 1218—Retail \$16.95



**Dominion
TABLE COOKER**

Exclusive "Revers-O-Grids." One set does the work of two. 162 sq. in. cooking surface. Heat control.

Model 1311—Retail \$24.95-\$25.95*



Dominion Appliances
are nationally advertised in leading consumer magazines such as BETTER HOMES AND GARDENS, GOOD HOUSEKEEPING, HOUSE BEAUTIFUL, LIVING FOR YOUNG HOMEMAKERS... and on coast-to-coast network TV and radio programs including Ernie Kovack Show, Pop The Question, I Ask You, Bob Crosby Show, Queen For A Day, Robin Hood, Teen Ages U.S.A. and It Could Be You.

Insist on the best...buy

DOMINION

DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

In Canada: Samson-Dominion Limited, Toronto 2, Ontario

*Price Denver and West

EM 7-55—65M

Printed in U.S.A.

NEW PRODUCTS Briefs

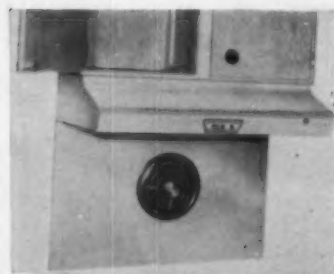


Reeno Sales Corp., St. Louis, Mo., announces two new products—a coffee-stain remover that chemically cleans coffeestain from china, melamac, tea and coffee pots and all other-than-aluminum utensils.

Wool-Master, the second product—is an improved cold water soap for use in washing woolsens, cashmeres. Available in 1-lb. 7-oz. cans, also in a 4-lb. economy can.



Bridgeport Copperware "Pride and Joy" set consists of an 11 in. skillet, a 2 1/2 qt. saucepan, and a casserole, which can be inserted in saucepan making a double boiler. Also included is a wrought iron candle warmer which can be used with any of the utensils or with coffee carafe—provides a starter set for complete line.



Berns Air King announces a solid top "push-a-matic" line of ventilating range hoods. Designed for use where fan is installed in splashplate or back wall to leave cabinet clear for storage space. Feature Air King controls which provide 3-speed pushbutton operation of fan and light. Available in 24, 30, 36 and 42-in. lengths to fit all cabinet depths. Stainless, baked white enamel, coppertone and copper anodized aluminum finishes.



Northern Electric announces a new selection of Acrilan blended electric blankets in five pastel colors plus white and flowered designs, specially packaged in newly designed gift cartons. Northern Electric Co., 5224 N. Kedzie Ave., Chicago, Ill.



A Dust-Magnet air filter is being offered as permanent replacement for conventional half-in filters in room air conditioners; available in any size, the J-C Dust-Magnet has a tension form of rustproof wire that keeps plastic woven mesh taut; designed primarily for use in conditioners where heat doesn't exceed 160 degs F. Flexible green plastic frame reinforced with brass plated corner pieces. Made by Stoddard Industries, Inc., Chicago, Ill.

Packard Mfg. Co., Jacksonville, Fla., announces a new water conditioner that eliminates and prevents scale and corrosion in boilers and water systems without use of chemicals, comes in sizes handling from 6.5 to 17609 P.M.



NUTRONICS Baby Sitter

Nutronics Inc.,
1446 N. Clark St.,
Chicago, 10, Ill.

Device: Duafone, electronic baby sitter and burglar alarm system. Selling Features: A wireless communications instrument plugs into any 110-115 volt a. c. or d. c. line; provides instant communications for homes, farms, business, schools, offices.



Model 34-1000
open-door 30" Gas
Range With Oven
permits roasting
other foods while
rotisserie.

Turn Prospects Into Sales with the NEW CROWN ROTISS-OVEN

More women request built-in rotisserie in ranges than any other feature. The new Crown "Rotiss-Oven" not only provides a meat rotisserie, but does a better job with accurate control of temperatures, less spattering, less shrinkage, no basting, and lower priced. Now available as optional equipment on all Crown gas and electric ranges.

Send for complete information on Crown gas or electric ranges today.

CROWN STOVE WORKS • CHICAGO 50, ILL.

Model E43-3100E
Fully Automatic
Electric Range with
built-in rotisserie.



Sell Magnavox . . . the undisputed leader in high fidelity sales

Since 1937, when Magnavox pioneered the first high fidelity radio-phonographs, more Magnavox instruments have been sold than any other make. Unlike other brands, Magnavox manufactures virtually every part of its instruments. Because Magnavox sells directly to you, Magnavox prices are lower—your profits bigger! High fidelity sets range from \$89.50 to \$895.00. Even the lowest priced sets give performance and value far superior to competitive makes costing 2 or 3 times as much. Moreover, Magnavox instruments contain more demonstrable extra values and features than are offered by any other make on the market today!

Here are examples of the most complete—most saleable high fidelity line today!



The Berkshire Dual-channel 25-watt high fidelity amplifier; 4 high fidelity speakers; super-selective AM-FM tuner; precision intermix multi-speed record changer. Only \$495.00 in mahogany.



The Magnasonic "210" Has coaxial 12" plus 5" speakers; 10-watt audio power; precision intermix changer. In mahogany, only \$149.50. Slightly higher with AM-FM radio.



The Provincial Serenade Features two 12" bass speakers plus high-frequency horn; 25-watt dual-purpose amplifier; drift-free AM-FM radio. In cherry, only \$395.00.



The Melody Master Portable automatic phonograph. Two speakers, push-pull high fidelity amplifier. In Magnatex, only \$89.50. Also available with super-selective AM-radio, \$99.50.

There may be a Magnavox Profit Franchise available in your area. If you're interested, we'll gladly send you complete details. Why not write today?

THE MAGNAVOX COMPANY, FORT WAYNE, INDIANA



CROSLLEY 1957 TV Line

Crosley & Bendix Home Appliances Divs.
Avco Mfg. Corp.,
Cincinnati, 25, O.

Models: Crosley 1957 TV line includes El Dorado, Custom, Deluxe, Advance and Portable series.

Selling Features: El Dorado and Custom models have control knobs and dials eliminated from view; fully-automatic, these sets include a combination of 5 completely automatic features including new touch-bar tuning, making the controls automatic at the set with a choice of 3 remote control devices, automatic away from the set; sets are activated by touching a small "on-off" bar on top; a second bar selects channels consecutively when touched at one end, or selectively when touched at the other end; all auxiliary or secondary controls are recessed beneath a hinged lid; automatic controls include automatic picture monitor—a series of circuits with keyed automatic gain control, dc restoration, automatic focus; automatic picture guard which includes a noise inverter circuit, keeps picture sharp and steady; automatic sound control holds volume at level at which it is set; automatic tube protector, part of electronic power miser, protects tubes from heavy surges of power when sets are turned on. Four printed circuit panels labeled to enable rapid set and tube testing.

El Dorado 21-in. console units in wood cabinets designed to fit any decorative theme; Custom line



follows El Dorado pattern in simulated wood grain finish in 21-in. table and console models. Both series feature luminous channel indicators; a choice of 3 remote control units—a complete control including on-off switch, channel

NEW PRODUCTS Television

selector and volume control; a channel selector only; and a wireless unit for channel selection.

Zoom-a-tenna recessed into set when not in use zooms up and adjusts for station direction eliminating need for roof antennas in restyled Deluxe line. This group features 21-in. table and console models with white strip around mitered front to frame picture.

Super-Tenna in Advance line of 17 and 21-in. table and console sets, plugs into a receptacle on top of sets, or stores in back when not in use; available for UHF or VHF. Advance line features a new "Low-boy" model.

Deluxe and Advance control knobs relocated to top front position.

Two new portable 14-in. sets, AP-40B VHF and AP-41B, VHF-UHF; weigh 28 lbs.; come in 2-tone blue steel cabinets with carrying handles; features include age; automatic focus and tube protector; 90 deg. deflection tubes; side controls.

Prices: From \$119.95 for portable to \$439.95 for El Dorado.



ADMIRAL 1957 TV Line

Admiral Corp.,
3800 Cortland St.,
Chicago, 54, Ill.

Models: 1957 line highlights addition of 14 and 17-in. personal portable models, 3 new 21-in. table models plus a selection of 21 and 24 in. consoles.

Selling Features: New 14-in. portable weighs 26 lbs. in aluminum; measures 11½x14x15½ in. and has 106 sq. in. viewing area. 17-in. model weighs 32 lbs. in aluminum; 13-1/6x16-5/16x18-5/16 in. has 149 sq. in. viewing. Both sets have aluminized 90 deg. deflection picture tubes, curved optic filters, choice of several adjustable decorator stands; 17-in. model also has an adjustable rear "foot" for changing viewing angle; tuning controls on top of cabinet; printed circuit chassis with 14 tubes including picture tube. 14-in. set comes in 5 colors, 4 of them 2-tone; 17-in. model in 3 colors, 2 of them 2-tone. New 21-in. sets include a table

model and console with automatic power tuning; new remote control available optionally—performs 5 functions: turns set on, off, controls volume, adjusts fine tuning and changes stations.

Three new chassis—Super 200, Deluxe 300 and Imperial 400, each chassis contains a dual selenium diode replacing a vacuum tube that holds receiver in horizontal synchronization.

Six consoles in variety of finishes have golden picture frame; top front tuning; twin speakers with staggered range response in several consoles.

Table models available with a variety of optional matching bases in every color that swivel or are stationary.

Prices: From \$109.95 for portable 14-in. to \$369.95 for 24-in. console.



ADMIRAL Color TV

Admiral Corp.,
3800 Cortland St.,
Chicago, 54, Ill.

Models: Admiral 1957 color line includes a 21-in. console C322C2, and 3 other 21-in. color models—a twin speaker console, a deluxe twin speaker console and an Imperial laydown credenza model.

Selling Features: All models have 255 sq. in. picture and only 2 more tuning controls than the black and white models—one control for correct color selection; the intensity control enables selection of color degree from pale to pastels. Top front tuning with turret tuner having channels pre-adjusted to eliminate need for fine tuning by hand; fingertip auxiliary controls, recessed in top front side panel easily adjusted from standing position.

No. C322C2 has tapered legs with golden metal ferrules; an 8-in. speaker; 29 tubes plus 2 germanium diodes; \$20. extra for blonde oak.

No. C322C16 has lighted top front tuning, dual 8-in. speakers on each side; infinite variable tone control.

No. C322C26 console in mahogany or blonde oak features front-mounted dual 6x9 matched speakers with staggered range response.

Imperial L623C39 hi-fi credenza contains 4 hi-fi speakers, separate bass and treble tone controls and a third-presence control—to accent middle range frequencies comes in hand-rubbed hardwood cabinets in mahogany, blonde oak or sierra finishes.

Prices: Console, \$499.95; C322C26 console, \$699.95; Imperial, \$799.95



SYLVANIA 1957 TV

Sylvania Electric Products Inc.,
Radio & TV Div.,
234 Rensselaer St.,
Buffalo, 7, N. Y.

Models: 2 color TV sets and 15 black and white models in 1957 line. **Selling Features:** "Magic touch" and "Magic power" tuning, which eliminates bulky knobs in 11 of the new sets; with "Magic touch" or power tuning small levers replace the on-off knob and channel selector; channel indicator located in top-center of set and secondary control knobs are replaced by almost invisible transparent edge-wheels; entire control panel occupies less than 2-in. in decorative strip across cabinet top. HaloLight feature has been extended to all but one table model and the 14-in. portable; Cabinet of Light feature is offered in 6 models. "Magic Power" models also have an optional remote control panel which permits control of set from an easy chair; illuminated window makes channel indicator visible from across room; remote unit plugs into back.

Color models—a table and a console feature cabinets size that has been reduced to about the same size as the largest black-and-white sets; 2 controls on front of set; 2 separate low voltage power supplies to increase stability of operation; 4 stages of IF instead of 3 to improve picture detail and to protect against loss of color and sync signals and a removable "convergence control box" are other color set features.

Black and white line includes 2 14-in. portables; six 21-in. table and 5 21-in. console models; also one 24-in. table and one 24-in. console.

Prices: From \$119.95 to \$419.95 for black-and-white; \$595 and \$695 for color.



BULOVA Transistor Radio

Bulova Watch Co.,
Bulova Park,
Flushing, N. Y.

Device: Bulova pocket-size transistor radio

Selling Features: Weighs 22 oz.; in compact texon cabinet; measures 3 1/2 x 6 1/2 x 1 1/2 in.; dial designed and tooled in Bulova's watch case factory; available in 2 colors No. 270, mahogany alligator; No. 277, suntan alligator; unbreakable cabinets; leather-type handle provision for an earphone and jack; power is obtained from a single 9-volt dry cell battery provides 150 hrs. intermittent playing time; contains 4 transistors and a crystal diode.

Price: \$59.95



ROLAND Transistor Radio

Roland Radio Corp.,
716 S. Columbus Ave.,
Mt. Vernon, N. Y.

Device: Roland transistor hi-fi portable radio 66.

Selling Features: Contains 6 transistors plus germanium diode; hi-fi push-pull transistor audio system; "reflex camera" styled case of top grain leather in ebony or tan with gold tone top; adjustable hand or shoulder strap; top-tuning control panel; earphone jack input for private listening extra; standard broadcast and CD calibrations.

Price: \$59.95



SYLVANIA Radios

Sylvania Electric Products Inc.,
Radio & TV Div.,
254 Rano St.,
Buffalo, 7, N. Y.

Models: 5 new radios and 2 hi-fi automatic phonos in 1957 line.

NEW PRODUCTS . . . Radio and Hi-Fi

Selling Features: New starlight design extends "cabinet of light" feature to radio line—an illumination from interior of set penetrates through decorative perforated design on face of set; a 6 in. oval "tone resonator" at rear of cabinet builds up and multiplies sound; models not equipped with "tone resonator" have dual 4-in. speakers mounted in sides; panel-scent dial with variable brightness control is continued in 1957 line, also the Phono-radio and the Prospector.

Hi-fi phonos are portables in luggage-type cases; each has 2 speakers and operate on 4 speeds.



STROMBERG-CARLSON HI-FI Radio-Phonos

Stromberg-Carlson Co.,
Div. General Dynamics Corp.
Rochester, 3, N. Y.

Models: New line of "Custom Four Hundred" hi-fi radio phonos consists of 7 console phonos and radio-phonos in a variety of woods.

Selling Features: AF-502 "New World" has a 4-speed automatic changer with automatic shut-off; sapphire stylus; two 8-in. wide range hi-fi speakers; 15-watt push-pull amplifier; separate bass and treble controls; mahogany, blond or walnut.

AF-501 "Classical" has 4-speed changer; sapphire stylus; 2 in. woofer and 8 in. midrange and tweeter speakers with acoustic chamber; 15-watt push-pull amplifier; separate bass and treble controls; mahogany, blond or cherry.

HFRP "Cadenza" AM radio with 8 tubes including rectifier; 15-watt push-pull hi-fi amplifier; separate bass and treble controls; 4-speed changer; sapphire stylus; phono compartment light; 12-in. woofer and 8-in. mid-range and tweeter speakers, acoustic chamber; mahogany, blond or cherry.

FR-503 "Choral" has lift-lid over changer; drop door access to tuner; British-built 4-speed changer with 4-pole motor; AM-FM tuner with 11 tubes plus rectifier; push-button selectors; 3 hi-fi speakers: 12-in. woofer, 8-in. mid-range 3-in. tweeter; 15-watt push-pull amplifier with input jack; walnut or blond mahogany.

FR-504 "Pastoral" Early American has phono compartment lift-lid; drop door for tuner; AM-FM radio with 11 tubes plus rectifier; 15-watt push-pull hi-fi amplifier with tape recorder jack; British-built 4-speed changer; 3 hi-fi speakers same as "Choral".

FR-506 "Jupiter" has record compartment light; lift-lid over phono; drop door access to controls; Garrard changer; professional-type magnetic pick-up with diamond stylus; weighted turntable; AM-FM radio with 16 tubes plus rectifier; push-button selectors; 25-watt amplifier with 32-watt peak power; tape recorder and microphone jacks; 4 hi-fi speakers: 12 in. woofer, two 8-in. mid-range; 3 in. tweeter; walnut or blond finish.

FR-507 "Emperor" 18 Century design; has lift-lid to changer; AM-FM radio with 16 tubes plus rectifier; built-in antennas for AM-FM; weighted "flywheel" tuning; plug-in sockets for tape recorder etc; 25-watt amplifier with 32-watts peak power; built-in preamplifier for magnetic or variable reluctance pick-up; Garrard changer with 4-pole motor; magnetic pick-up with diamond stylus; 4 hi-fi speakers: 12 in. woofer, two 8-in. mid-range, 3-in. tweeters; mahogany or cherry. Prices: From \$149.95 to \$525.



OLYMPIC Hi-Fi Radio-Phonos

Olympic Radio & TV Inc.,
34-01 38th Ave.,
Long Island City, N. Y.

Models: 1957 Olympic line includes a combination hi-fi radio-phono and tape recorder 5 hi-fi radio phonos and 2 straight radio-phono models.

Selling Features: Westbury, the combination hi-fi radio-phono and tape recorder has AM/FM 14 tube radio; 4-speed automatic phono; 3-speaker sound system in addition to a home tape recorder; mahogany or blond cabinet.

Fleetwood console hi-fi radio-phono has a 12 tube AM/FM, 10 watt push-pull output, separate base and treble controls; compensated pre-amplifier; 3-speaker sound system including a 12-in. woofer, 8-in. middle frequency speaker and a 3 1/2 in. metal-backed tweeter; 4-speed automatic record-changer, loudness control, GE variable reluctance pick-up; dual sapphire styli; separate terminals; mahogany or limed oak cabinet.

Southampton hi-fi radio-phono console in honey maple finish has 12-tube AM/FM radio, 10-watt push-pull output; separate bass and treble controls; compensated pre-amplifier; 3-speaker sound system; loudness control; 4-speed automatic changer.

Crescendo hi-fi radio-phono has a 12-tube AM/FM radio; 3-speed automatic Garrard changer with 5 position push-button record compensation; separate bass and treble controls, preamplifier; 3-speaker sound system; a loudness control and GE variable reluctance pick-up and dual sapphire styli; mahogany or blond finish.

Portland and Berkley, price leaders: Portland is a hi-fi radio-phono console in mahogany or blond; Berkley, a console with 5-tube AM radio, 4-speed phono, 5-watt output, 10-in. speaker and separate terminals for connecting another speaker; mahogany or blond.

Ardmore, table radio-phono has 5-tube AM radio, 4-speed player in mahogany or blond; also available with additional shortwave band at slight extra cost.

Wakefield, a straight radio-phono has a 5-tube AM radio, 4-speed phono; dual sapphire styli, tone control; mahogany or blond cabinet.

Prices: From \$75 for Ardmore to \$319.95 for Westbury or Crescendo in blond.



DYNAVOX Hi-Fi Phonos

Dynavox Corp.,
40-05 21st St.,
Long Island City, N. Y.

Model: Dynavox "Anniversary" hi-fi portable phono, 807.

Selling Features: Designed with hi-fi a.c. amplifier with frequency response of plus or minus 2 db. from 40 to 18,000 cps, drives 5-watts undistorted power output; features deluxe VM automatic 4-speed changer in 7, 10 or 12 in. sizes, also intermixed speeds and shuts off automatically; featherweight dual needle cartridge with 1 and 3-mil sapphires; two 6-in. 2.15 Alnico V extended range speakers in crossover network and a jack for a third; anodized aluminum speaker grilles; separate bass and treble controls and a variable volume control. Luggage styled case covered with DuPont scuff resistant fabricoid, in blue, suntan and rawhide.

Price: \$119.50.

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August 15, 1956

Mr. H. William Davis, Manager
Household Appliance Marketing
McCall's Magazine
230 Park Avenue, New York 17, N. Y.

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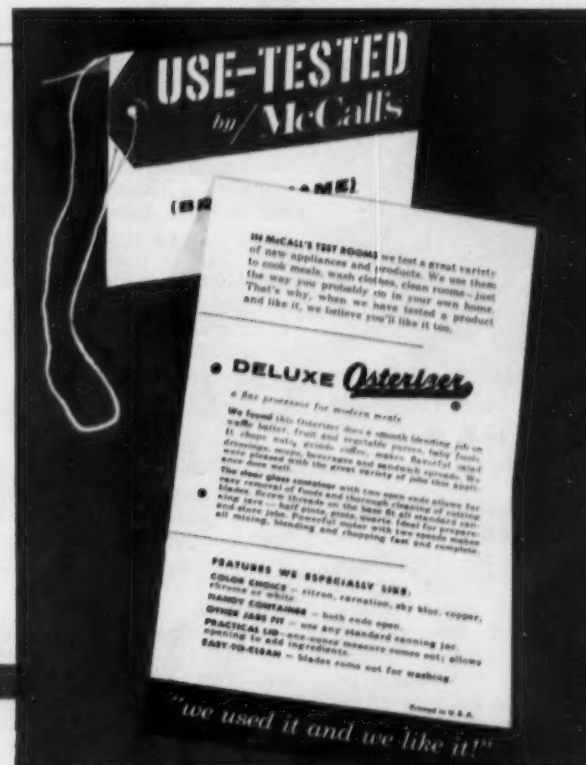
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G. W. Orr

G. W. Orr, Sales Manager
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ADMIRAL 1957 Radios

Admiral Corp.,
3800 Cortland St.
Chicago, 54, Ill.

Models: Admiral 1957 radio line includes 3 table and 4 clock-radio models.

Selling Features: Low-priced, compact table model 4L2 available in ebony, pink, red, yellow and turquoise.

Custom model 5C41 has automatic volume control, a pentode audio system; available in 3 2-tone pastel colors as well as ebony.

Deluxe, 5T32, has 6-in. speaker, a large, easy-to-read dial with black numerals on gold background; in three 2-tone colors.

Clock radios feature Telechron clock with sweep second hand, modern gold face with large black numerals. 4M2 contains "wake-to-music" radio alarm timer in ebony, ivory, tan, coral and turquoise.

5G4 in four 2-tone colors features automatic volume control and pentode audio system. 5H4 has an appliance outlet that automatically turns appliances on and off at pre-selected time, luminous clock hands, slumber switch that also shuts off appliances or radio from 1 to 60 min. after control is set and a heavy sleep alarm, available in 4 colors.

Calendar clock 5J4 5J41, tells day of week and date, comes in ebony, pink and white, turquoise and white or grey and white.

Prices: From \$19.95 to \$27.95 for table models; and from \$19.95 to \$39.95 for clock-radios.



PHONOLA Hi-Fi Radios

Watson Conley Co., Inc.,
Rochester, Minn.

Models: 3 portable Phonola radios, one Duo-fi; 2 hi-fi.

Selling Features: No. 556, Duo-fi model has dual speaker; 3-speed portable, manual player; volume and tone control, turnover cartridge, sapphire needles; "Magic Center" for 45's and twin 4 in. Alnico V external speakers; 2-tone black and white tweed and gray

NEW PRODUCTS . . . Radio and Hi-Fi

beaded and pyroxylin coated.

No. 856 is an automatic hi-fi with 4-speed automatic changer including 45 adapter, permits up to 5 hrs. listening; ceramic cartridge with turnover sapphire needle plus precision amplifier, 6 in. and 5½ in. matching speakers; Palomino tan leatherette case with outside controls for easy operation.

No. 656 hi-fi, 4-speed portable player with boost type tone control, ceramic cartridge with turnover sapphire needles; newly designed lucite needle protector; "Magic Center" for 45's and 4-position speed control; 5½ and 4 in. twin matching outside speakers; Palomino tan leatherette, beaded and pyroxylin coated.

Prices: From \$29.95 for Duo-fi to \$79.95 for No. 856.



ADMIRAL Hi-Fi Radios

Admiral Corp.,
3800 Cortland St.
Chicago, 54, Ill.

Models: Admiral 1957 hi-fi radio line includes portable, table, chair-side and console models in wide range of prices.

Selling Features: Top model HC4406 console features a 4-speed record changer which automatically sets itself for record size; can also be played manually so passages can be skipped or repeated; special home recordings also can be played manually; a 20-watt hi-fi amplifier free of noise, hum and distortion; separate bass and treble tone controls; built-in phono preamplifier and 4-position record compensator; matched hi-fi speaker system with 12-in. woofer for extended bass response; 5½ and 4-in. mid-range speakers and a 3½ in. tweeter; low-boy cabinet has room for record storage.

In economy price bracket a compact table model 4G22D has 4-speed changer, ceramic turnabout pickup cartridge, 3-way shutoff, built-in phono preamplifier, tone control and dual speaker system with 8-in. woofer and 3½ in. tweeter.

Two portable models HP2235 and HP2238 in scratch-resistant, scuff-proof cabinets feature new automatic phono which intermixes 10 and 12-in. records, front-

mounted dual speaker system and vented bass reflex sound chamber.

Twin speaker system in table model HT-2236 has two 5-in. speakers, one front the other side mounted to beam sound in 2 directions through room; powerful new amplifier with extended range ultra-linear response.

Chairside model HS3376 with front-mounted, 3-speaker system—8-in. woofer, 4-in. mid-range speaker and separate 3-in. tweeter.

Console model HC2276 with 12-watt amplifier and hi-fi 2 speaker system—10-in. woofer and 3½ in. tweeter.

Prices: From \$79.95 to \$209.95.



COLUMBIA Phonos

Columbia Records,
1473 Barnum Ave.,
Bridgeport, Conn.

Models: Line includes 7 hi-fi phonos, (four in the "360" K2 series) 3 manual portables; 1 4-speed portable; a 45 rpm automatic and a 3-speed hi-fi manual for schools, etc.

Selling Features: All hi-fi models feature a 4-speed automatic record changer that shuts off automatically after last record, and has a special ridge high traction rubber mat turntable; 3 controls volume, treble and bass; Console model 528 has 3 speakers: one 12 in. PM, one 8-in. PM and a "Kilosphere" electrostatic tweeter; an aluminum tone arm, Ronette hi-fi cartridge with 2 jeweled styli; mahogany, blonde or fruitwood cabinet with record storage space pilot light.

Console hi-fi 527 has 2 speakers: a 12 in. PM and a "Kilosphere"; aluminum tone arm, Ronette hi-fi cartridge; mahogany, blond or fruitwood cabinet with record storage space.

Portable hi-fi 526 has 4 speakers: two 6 in. PM and two "Kilosphere"; aluminum tone arm with Sonotone ceramic cartridge; scuff resistant Neolite cabinet in suntan, copper or charcoal.

Table hi-fi 524 has 3 speakers: two 6 in. PM, and 1 "Kilosphere"; aluminum tone arm with Ronette hi-fi turnover cartridge; custom cabinets in mahogany or blond.

Portable hi-fi 522 has 3 speakers: two-in. extended range PM and a

"Kilosphere"; Ronette cartridge with 2 jeweled styli; washable, scuff-proof vinyl cabinet in red and ivory.

Portable hi-fi 518 has 2 speakers: an 8 in. PM and a "Kilosphere"; Ronette cartridge; red and charcoal Pyroxylin fabric covered cabinet.

Portable hi-fi 517 has a 6 in. PM speaker; Ronette cartridge; grey tweed and black Pyroxylin covered case.

No. 516 portable has 5 in. PM speaker; 4-speed changer; Ronette cartridge; 2 controls—volume and tone; Pyroxylin case in charcoal and light grey or blue and white.

No. 514 manual portable has 2 large front speakers; Ronette tone arm; plays 7, 10 and 12 in. records with lid closed; 2 controls; vinyl case in ivory and green or ginger with pigskin.

No. 513 manual portable has 4x6 in. oval speaker; Ronette tone arm; 3-speeds with built-in 45 rpm adapter; saddle-stitched case with charcoal and light grey Pyroxylin case.

No. 512 4-speed manual portable has built-in 45 rpm adapter; Pyroxylin cabinet in 2 color combinations.

No. 540, 45 rpm automatic portable has 4 in. PM speaker; Ronette tone arm; 2 controls 2-colored Pyroxylin case.

No. HF-1, 3-speed hi-fi manual designed for schools, libraries, audio visual training, has two 6 in. extended range speakers; Ronette "Fonofluid" tone arm; volume, treble and base controls; heavy duty, 3-speed motor; built-in 45 rpm adapter; cord on reel inside speaker lid allows remote use up to 30 ft.

Prices: From \$39.95 for No. 540 to \$199.95 for model 528.



COLUMBIA Radio-Phono

Columbia Records,
1473 Barnum Ave.,
Bridgeport, Conn.

Device: Columbia No. 530 hi-fi radio-phonograph combination.

Selling Features: Has the "360" K-2 sound system with two 12-in. PM speakers; two 3½ in. tweeters; a super-powered 15-watt amplifier; 4-speed turntable; Ronette turnover cartridge with jeweled styli; 11 tubes; built-in AM/FM antennas; automatic 4-speed changer; mahogany or lined oak cabinet.

Price: \$329.95

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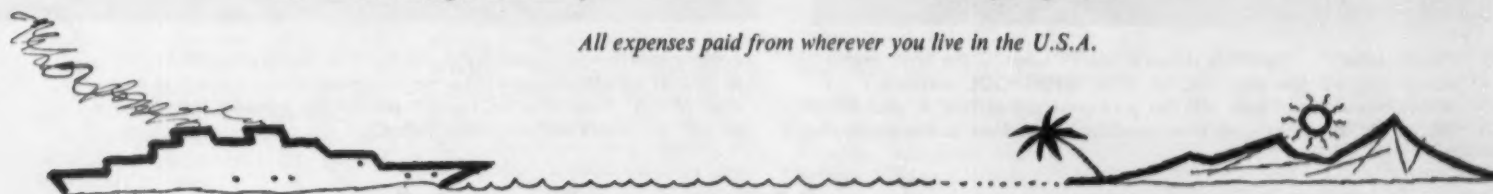
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V-M Phonos

V-M Corp.
280 Park St.,
Benton Harbor, Mich.

Models: Fidelis console in Fruitwood, No. 565; hi-fi portable No. 1280 portable No. 1260 Teentime No. 625 and Playtime No. 210.

Selling Features: Fidelis console in blond, mahogany or walnut is 29 in. high with platform base with short, rounded legs for brass-ferruled legs, antiqued hardware, English antique grille backed with beige scrim cloth; features the new "Super-Fidelis" automatic 4-speed record changer with Siesta-Matic now standard on most V-M phonos—with tri-o-matic spindle it plays all sizes, all speeds and automatically plays any combination of ten 12-in., or twelve 10-in. records of same speed; shut-off power and amplifier after last record plays and retracts turntable drive idler to prevent flats; heavy-duty speaker system includes a 12-in. woofer and a 4-in. tweeter in a dual bass reflex chamber; output jack provided for external speakers; input jack for tape recorder or hi-fi AM-FM tuner; new tuner switch disengages turntable when unit is used as a speaker system.



No. 1280 automatic 4-speed hi-fi portable has push-pull amplifier and a frequency response of 60 to 15,000 cps; Super-Fidelis automatic changer; Siesta-Matic; 2-tone brown leatherette; weighs 28 lbs.

No. 1260 portable, 4-speed automatic changer in scuff and water-resistant leatherette case in reddish buff and white; with Siesta-Matic shut-off.

Teentime No. 625 portable 45 rpm only changer plays a dozen records automatically; heavy duty 5½ in. Alnico V speaker; weighs about 10 lbs.; leatherette scuff and water-resistant case in 3 colors.

NEW PRODUCTS Phonos

Playtime, No. 210, portable is kid-proof, can play any record size or speed; has front opening, dual-needle tone arm; separate tone and volume controls; built-in adapter for 45 and 61 rpm records; weighs 9 lbs; red and gray, green and white or reddish buff and white.

Prices: From \$30. for Playtime to \$220. for Fidelis, 565.



CRESCENT Phonos

Crescent Industries Inc.,
5900 W. Touhy,
Chicago, 31, Ill.

Models: 1957 line includes 7 models—2 of them hi-fi models

Selling Features: Troubador, A-746, automatic hi-fi, table top phono has Corsair hi-fi, 4-speed automatic changer for all size, all speed records; 9 in. para rubber mat turntable; amplifier and changer shut-off after last record; dual sapphire Titone turnover cartridge; aluminum tone arm; printed circuit; amplifier feedback circuit with frequency range of 15 to 12,000 cycles; 2 extended-range speakers; weighs 30 lbs. Available in ebony, mahogany or blond.

Soubrette, A-744, portable version of Troubador weighs 22 lbs; covered in azure and corduroy pyroxylin.

Harlequin, F-737, table top 45 rpm automatic plays 14 records with fast change; 5½ in. hi-fi speaker under cabinet; Dutch Ronette tropic powered high output cartridge with sapphire stylus tip; washable cabinet on brass legs; weighs 6½ lbs. Elf, F-739 portable 45 rpm with detachable handle; plays 14 records; tropic powered cartridge stylus; 5½ in. speaker; separate volume, tone controls; green silver fox and ivory pyroxylin on wood cabinet; weighs 9 lbs.

Scottie, M-732, 3-speed manual portable in note-book size, 4½ in. deep; universal type stylus, on-off control; Highland red plaid and buff case.

Siren, M-734 portable 3-speed manual player; detachable handle; built-in 45 rpm adapter; Dutch tropic powered cartridge, separate twin sapphire styli; scarlet fabric

case; weighs 9 lbs.

Cadet, A-740, portable for young moderns has feather-touch 4-speed automatic changer; wide-range 4-in. speaker in special acoustic chamber; separate volume and variable tone controls; high-gain cartridge with all-purpose sapphire stylus; all-wood case in cadet blue and corduroy leatherette; weighs 21 lbs. **Prices:** From \$25.95 for Scottie to \$114.95 for blond Troubador.



SPARTAN Phonos and Radio-Phonos

Spartan Div.,
The Magnavox Co.,
St. Wayne, 4, Ind.

Models: 8 new Spartan phonos and radio-phonos, including Capri, Catalina, Monterey Festival.

Selling Features: Capri, 25-200B, portable phono, has lightweight acoustical cabinet with handle; 2-stage amplifier with push-pull output; 4 tubes including rectifier; tone and loudness controls; 2 speakers—and 6-in. bass with sound diffuser and one 4-in. hi-fi speaker using cross-over filter network; automatic multi-speed changer with automatic shutoff and muting switch; 4-pole shaded pole motor. Magnatex finish in aqua, coral and 2-tone gray.

Capri, 3S350B, radio-phono version, has same equipment plus an AM radio tuner.

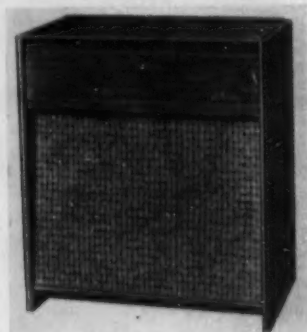
Catalina, 2S201B, hi-fi phono, has 4-tube including rectifier; 2-stage audio amplifier; dual stylus pickup; 2 speakers—an 8-in. bass and a 5-in. hi-fi speaker, both equipped with sound diffusers. Automatic multi-speed changer plays intermixed records; automatic shut-off and muting switches; Syntex finish in mahogany, blond oak or cherry color.

Monterey, 2S-202B, hi-fi phono console, has 6-watt 2-stage audio amplifier; push-pull output; power amplifier, 4 tubes including rectifier, bass, treble and compensated loudness controls mounted outside cabinet; 3 speakers; two 6x9 oval bass and a 5 in. hi-fi speaker all with sound diffusers; dual stylus pickup; automatic record changer has automatic shutoff and muting switch. Mahogany, oak or cherry wood cabinet with tapered leg stand.

Festival "210", 3S-400B, hi-fi radio-phono console with AM-FM 10-tube radio, tuned RF stage; 3-gang condenser; 6-watt power amplifier; a 12-in bass and a 5-in. coaxially mounted hi-fi speaker. Heavy magnet and sound diffuser.

Intermixed, multi-speed changer with automatic muting and shutoff switch; dual stylus pickup; acoustical cabinet in mahogany, oak or cherry with lift lid.

A hi-fi phono identical with the above without AM-FM tuner is also available.



Festival "420", 2S-251B, hi-fi phono with 2-stage audio amplifier, 4 push-pull output tubes giving 20 watts output and acoustically balanced response through entire audible frequency range; intermixed multi-speed record changer; automatic muting and shutoff switch. Variable treble, bass and loudness controls; two 12-in. bass speakers and two 5-in. coaxially mounted hi-fi speakers with sound diffusers and cross-over; "Pianissimo" extended range hi-fi pickup with dual stylus; mahogany, oak or cherry cabinet with lift lid. Also available as a combination hi-fi radio-phono as model 3S-401B with the addition of an AM-FM radio tuner with 15 tubes in tuner, power amplifier with 2 rectifiers and tuning eye.

Prices: From \$89.50 for Capri phono to \$269.50 for Festival.



FANON Phono

Fanon Electric Co.,
Jamaica, N. Y.

Model: Fanfare 45 rpm phono No. D-45

Selling Features: Portable, with 2-tone green or 2-tone rust pyroxylin cabinet; front mounted heavy-duty Alnico V speaker; high-gain cartridge with sapphire stylus; separate volume and tone controls. **Price:** \$44.95



V-M Tape Recorder

V-M Corp.,
280 Park St.,
Benton Harbor, Mich.

Device: "Celeste" binaural-play-back tape recorder.

Selling Features: Designed to match V-M's "Fidelis" 560 hi fi phonos in blond or mahogany cabinet; can be used with any other amplifier-speaker combination to play binaural recorded tapes; 2-speeds; 3-speaker hi-fi system.

Price: \$250.



CRESCENT Tape Recorders

Crescent Industries Inc.,
5900 W. Touhy,
Chicago, 31, Ill.

Models: New tape recorder line includes Chancellor, TR774, Professional, TR773, Curator, TR772 and Tutor, TR730 plus a separate stop-start foot switch control for dictation etc.

Selling Features: Chancellor, in western longhorn saddle leather case, a deluxe portable provides 4 hrs. sound; 4-watt, 13,000 cycle amplifier; 3 stereophonically oriented speakers; hi-fi components include controlled reluctance mike, micro-gap head; VU meter for general control; 2 heads, dual speeds, dual track, dual input and output jacks, correction key; weighs 28 lbs.

Professional has all the performance of Chancellor but economy priced; 4 playing hours, 4-watt, 13,000 cycle hi-fi amplifier; 2 wide-range speakers; ultrasonic erasure; high-speed forward and retrace luggage styled travel case in grey Vitrolon.

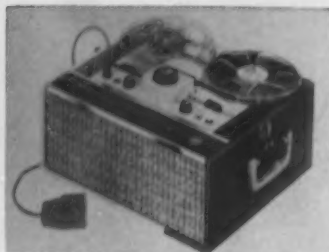
Curator, portable 2-speed tape recorder has 4-hr. playing or at 3-3 ips with wow and flutter less than 1/2 of 1 percent; new torque braking; radio-phonograph input for live concerts; weighs 24 lbs.

NEW PRODUCTS and Briefs

Tutor, 4 playing hours; 33 1/2 ips speed; takes full 7 in. reels; positive tape erase system, speedy forward rewind, 3-watt amplifier, 4-pole motor; one control for record and play, one each for tone and volume; portable grey and ivory pyroxylin covered case with all-weather ceramic mike; weighs 20 lbs.

Separate foot switch K-776 instant stop-start control available for Chancellor, Curator and Professional models.

Prices: From \$89.95 for Tutor to \$239.95 for Chancellor.



COLUMBIA Tape Recorder

Columbia Records,
1473 Barnum Ave.,
Bridgeport, Conn.

Device: Columbia No. 560 2-speed, dual track, deluxe hi-fi portable tape recorder.

Selling Features: Weighs 18 lbs.; has a high impedance ceramic microphone; fast forward and reverse speeds with automatic braking; two 4-in. speakers; single Brush head for recording and playback; can also be used as a public address system; 2 large PM speakers; storage space for tape, microphone and extra reels; comes with 500 ft. of tape and empty reel; automatically erases; pyroxylin covered, washable case in blue and white.

Price: \$139.95



SOUND Tape Recorders

Sound-Inc.,
777 So. Tripp Ave.,
Chicago, 24, Ill.

Models: New line home tape recorders includes Virtuoso, Century, Virtuoso, Sr.

Selling Features: Virtuoso, a hi-fi recorder with dual speakers, single lever control, automatic indexing etc.

Century recorder features single knob control; has 7 1/2 and 3 1/2 in. tape speeds; magic eye recording level indicator; built-in amplifier and speaker system.

Virtuoso, Sr., deluxe model has 3 speakers with separate roving tweeter; 10-watt amplifier; VU



meter; available in oak wood cabinet; matching legs available at small additional cost.

Prices: Virtuoso, \$199.95; Century, \$159.95; Virtuoso, Sr., \$299.95.



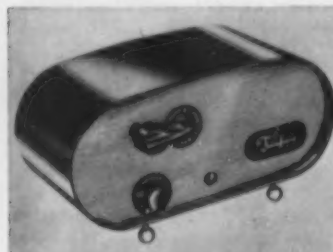
B & R Transistor Phono

B & R Electronics Co.,
1178 E. 180th St.,
New York City

Device: B & R all transistor 45 rpm phono No. TR-880.

Selling Features: Has 4 regular flashlight batteries; portable; self contained; has 3 G-E transistors and 4 transformers plus an Alnico V magnet speaker features a motor that is speed regulated automatically; will not slow down when batteries weaken; featherweight pickup and cartridge; weighs 4 1/2 lbs.

Price: \$44.50



FANFARE Intercom

Fanon Electric Co., Inc.,
150-09 South Rd.,
Jamaica, N. Y.

Device: Fanfare wireless intercom, No. FW-20 and FW-20D

Selling Features: For use as 2-way

intercommunicator in home, business, farm, office, can also be employed as electronic baby sitter; 2 or 3-wire line selector switch; silencing control eliminates power line interference; "dictate" position on "talk-listen" switch for baby sitter; 4-tube and germanium diode power amplifier; neon pilot light; FW-20 has ebony cabinet with antique gold panels. FW-20D deluxe has brushed brass cabinet with white panels.

Price: FW-20, \$79.50; FW-20D, \$84.50.

Briefs

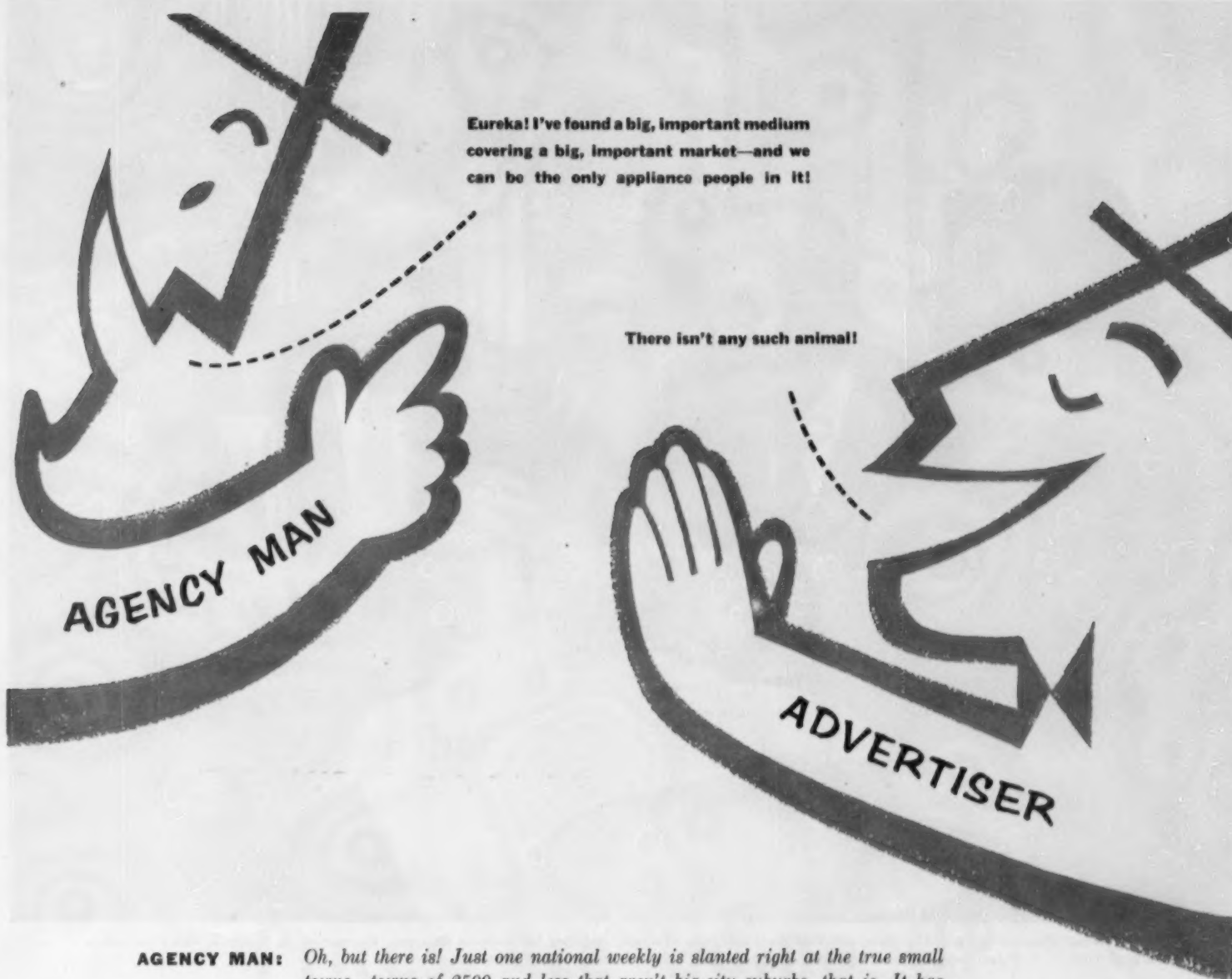


A home Do-It-Yourself "U-Checkit" is announced by Nutronics Inc., 1446 N. Clark St., Chicago, 10, Ill.—Basically it is a continuity checker that will tell the user whether or not his TV or radio tube is shorted; also checks appliances for shorts.



An all-metal Patio Cart, designed specifically to hold all 17-in. table sets, portable and hi-fi units is announced by Universal TV Furniture Mfg. Co., Inc., High Point, N. C. Comes in brass plated finished; known as No. 4500, the cart has large 5 in. wheels for moving sets indoors or out; base portion stands 19 in. high; also available in charcoal black as model No. 4400. Brass, \$12.95; Charcoal, \$10.95.

Tuner-Tonic is the name of a new noise eliminator announced recently by Electronic Chemical Corp., Jersey City, N. J. It cleans, lubricates and restores tuners including the wafer type; suitable for TV, radio and FM; comes in an aerosol can, it eliminates noise, oxidation and dirt.



Eureka! I've found a big, important medium covering a big, important market—and we can be the only appliance people in it!

There isn't any such animal!

- AGENCY MAN:** Oh, but there is! Just one national weekly is slanted right at the true small towns—towns of 2500 and less that aren't big-city suburbs, that is. It has some four million readers—better than 850,000 circulation—and 90% of this circulation represents single-copy sales. Suggest anything to you?
- ADVERTISER:** No.
- AGENCY MAN:** Grit. Sort of a modern small-town bible.
- ADVERTISER:** I'm not sure I ever heard of it.
- AGENCY MAN:** That's exactly the point! It's undiscovered. It's sitting there waiting for you to take over. We can pioneer in Grit—and with big space, too. We can reach 16,000 small towns with a good-sized campaign at a cost of about \$2 per town per year.
- ADVERTISER:** Be a discoverer, eh? How about getting me all the facts?
- AGENCY MAN:** They'll be on your desk tomorrow.

GET THE FACTS YOURSELF!

It's a pretty exciting story, the Grit one. And it includes facts about small-town brand preferences which every appliance executive should know. Send for it—along with a complimentary copy of the publication itself. You'll enjoy the pleasant, easygoing, small-town flavor of Grit. Write Grit Publishing Co., Williamsport, Pa. Represented by Scolaro, Mosher & Scott in New York, Chicago, Detroit, Philadelphia, and by Doyle & Hawley in Los Angeles & San Francisco.





Let's get formal. From left to right, R. L. Sampson, Vice President, Peter Sampson, President, the Sampson Company, Chicago; W. A. Friedrich, Vice President in charge of Sales, C. H. Rippe, Sales Manager, Hamilton Manufacturing Company, Two Rivers, Wisconsin.

It's coffee and plans, following lunch at the M and M Club, Merchandise Mart, Chicago. The lunchers are Bob and Pete Sampson of the Sampson Company, Bill Friedrich and Chuck Rippe of Hamilton. This is the team that put clothes dryers over in the Chicago Market. Back together — at it again. • Ask Pete why Sampson and other top-name distributors are high on Hamilton: *"We wanted our dealers to have a strong, independent laundry line — a top product — a sales plan with some sanity. With Hamilton, we've got it."* • Sampson's got it — you can get it. Get Hamilton.

Hamilton

STRONGEST EXCLUSIVE LAUNDRY LINE GOING!

AUTOMATIC WASHERS • AUTOMATIC CLOTHES DRYERS • HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

TRADE REPORT

SEPTEMBER • 1956

Ads like these
make it
abundantly clear that . . .

a rare opportunity

**Starting Today You Can Buy
PHILCO**

Air Conditioners—Refrigerators
Electric Ranges—Freezers—Washers
Dryers—Radios—Television Sets
AT STATE FAIR PRICES
Special Factory Purchase Before Price
Increase Enables Us to Save You
Up to \$200.00

OPEN TO 9 P.M. WE
SALE WILL CONTINUE W/

CANDELORA'S WILL OFFER THE DISCRIMINATING BUYER A RARE OPPORTUNITY TO OWN A MAJOR G.E. APPLIANCE OR TV AT AN ENORMOUS SAVING THIS WEEK! WE HAVE ALREADY RECEIVED PRICE INCREASES ON MANY ITEMS SINCE AUGUST 1st . . . RIGHT NOW, WE HAVE A LIMITED STOCK AT THE LOWEST PRICES . . . AND, WE WILL PASS THE SAVINGS ON TO YOU WHILE THEY LAST! ALL WITH FULL FACTORY WARRANTIES, FREE DELIVERIES AND CANDELORA'S PROTECTED SERVICE!

Prices Have Increased

due to steel strike settlement but we bought all name brand appliances possible to save you \$\$\$\$ at the state fair. Check our quality and prices and you'll agree it pays to trade at an established appliance store that has and will continue to render the service you are entitled to.

Prices Are Going UP!

THERE is no longer any doubt that prices in the appliance industry are going up. But, despite the trend toward higher prices, business leaders see continuing good sales.

Rising prices would give strong indication of a nation-wide inflationary trend. The appliance industry would seem to be no exception to the universal condition of rising prices prevailing throughout the economy.

The nation's booming labor force promises to invest increasing amounts of money in consumer durables, so there is no indication that business will be hurt by the mounting prices. Neither is there great fear of an uncontrolled inflationary spiral.

Inflation Controls. For one thing, inflation is a result of scarcity and there is little scarcity of industrial items in our economy. In addition, prospects are that the U.S. Treasury will show a surplus again this year and this, too, is a curb

on inflation. The effective use of Federal Reserve powers is also possible in the case of a rampant run-away of prices.

As far as the industry is concerned, a spot check reveals a healthy, although competitive, sales situation. Many manufacturers are optimistic on the future in white goods, despite the continuing tendency toward mergers and the full line, which is narrowing the ranks of appliance makers.

Price rises in the industry are attributed to a number of factors, steel being but one of these. Some manufacturers report that they have faced rising costs from all their suppliers and many are therefore raising prices for the first time in quite a while.

Rises Vary. Price rises vary between 1 and 10 percent in most cases, although prices are holding their own where a situation is extremely competitive.

Reports from manufacturers also indicate that stocks will be ade-

quate in most items. Shortages appear to be confined to certain lines of built-ins. No one reports a drastic shortage.

A sampling of the industry turned up definite signs of a healthy trend.

Kelvinator Division, American Motors Corp., reports, for instance, that business is expected to equal the very strong fall of last year, maintaining its pace to date over last year. Even without the steel strike, Kelvinator finds that increases in such factors as cost of components, freight charges, the improvement factor, and supplementary unemployment benefits in themselves would justify a rise of 3 to 4 percent. Kelvinator also reports production and inventory in line with sales.

Westinghouse indicates that price increases will range from 1 to 10 percent on all major appliances except washers and dryers. The 1957 line of laundry equipment introduced early in July was priced

to include comparable increases. Price increases on some portable appliances are expected. General price increases of this type have not been announced since 1953. Westinghouse foresees a possible shortage in built-in refrigerators and certain specific models, but over-all stocks will be adequate.

In announcing price increases ranging from 2 to 5 percent on three refrigerators, an **Admiral Corp.** executive stated: "During the past several years we have absorbed mounting material and production costs to maintain our price schedule. It is now impossible to continue to hold the line."

General Electric Co. anticipates good fall business across the country rising to a strong fourth quarter and continuing healthy into 1957. Prices of all G-E major appliances have been raised over the past month. Prices were all raised before the end of the steel strike due to factors including transportation and the cost of materials

Investment tip...



BE Sure with CORNISH WIRES • CABLES CORD SETS

Why speculate?
Invest in the BEST, the BLUE CHIP Wires and Cord Sets that insure better performance... LONGER.

Buy CORNISH... a gilt-edged investment!

Complete Stocks
carried for your convenience at

ATLANTA	BOSTON	CHARLOTTE
CHICAGO	CINCINNATI	DALLAS
DETROIT	LOS ANGELES	MINNEAPOLIS
PHILADELPHIA	ROCHESTER	ST. LOUIS
SAN FRANCISCO	SEATTLE	

CORNISH WIRE COMPANY, INC.
50 Church Street New York 7, N. Y.

Creators and Manufacturers of
CORDS AND CORD SETS FOR HOME, FARM AND INDUSTRY

other than steel. Raises ranged from 1 to 5 percent. Stocks are expected to be adequate.

Maytag Co. announces the first price increase in five years on wringer washers. Prices on two models rose 8 percent.

Norge Division, Borg-Warner Corp., also foresees price rises due to hikes by suppliers. But predictions are that home laundry equipment sales will exceed 6.2 million units to furnish a strong platform for the entire consumer goods business level this year. Sales are seen as being 8 percent over last year, 48 percent over 1953.

Survey Results. Major appliance manufacturer enthusiasm, despite price rises, was supported by results of a business outlook survey taken among 581 manufacturers at the 25th National Housewares Manufacturers Exhibit in Atlantic City. These manufacturers of housewares also gave an optimistic picture of

appliance sales. Answers indicate: —89 percent report sales in the first half of 1956 at least as good or from 1 to 50 percent better than the same 1955 period.

—94 percent expect this fall's business to stay the same or go up anywhere from 1 to 50 percent.

—96 percent predict that 1957 housewares business will stay abreast or better than of 1956.

Some of the reasons given by manufacturers for this continuing prosperity are current good economy and high employment, the housewares industry's fast-moving development of new products and improvements, the nation's booming birthrate and the growing number of new families, low dealer inventories, and many more.

At any rate, according to manufacturers as well as figures made available on general business trends, the business outlook appears to be one of healthy sales prospects.

Industry "Clean-up" . . .

. . . is called vital by Westinghouse and Frigidaire executives in addresses given before dealers at annual NARDA Institute

There's a clean-up coming in the appliance industry.

Dealers attending NARDA's annual Institute of Management last month heard two manufacturers blast the "chaos" which exists in the industry today and were told by a third speaker that "two or three companies are about to take the lead in cleaning things up."

The frank appraisals of today's appliance picture were delivered by John Anderson, manager of Westinghouse's major appliance department, and William H. Anderson, assistant general sales manager for Frigidaire. The reassurance that a "clean-up" is coming was given dealers by Dan Packard, long a top Kelvinator official and more recently a marketing consultant in New York.

Westinghouse's Anderson opened up on the subject on August 16 by confessing that "we've all done things we shouldn't." But he promised that even though Westinghouse's "skirts haven't always been clean we're going to get them as clean as possible now." After calling for a return to sound moral principles, integrity and loyalty, Anderson asked dealers to consider going full-line. This would take a two-way loyalty between dealer and manufacturer with the dealer guaranteeing full-line loyalty and the manufacturer in turn making a reciprocal offer of decent territory.

Anderson indicated that Westinghouse does not object to a

dealer covering another line. The objection is to a dealer stocking only selected models or, according to Anderson, "sitting back and cherry-picking" the line.

After enumerating abuses within the industry, such as factory "dumps," inadequate distributor services, and a lack of creative selling and hard work on the part of dealers, Anderson expressed confidence that the industry can clean itself up.

Frigidaire's Anderson scored declining public esteem of the appliance industry due to discounts and "fast-buck" selling, pointing out that this "begins to hit us in the pocketbook when we witness the diminishing effectiveness of our point-of-sale retail advertising."

In a question and answer period following his address, Westinghouse's Anderson also said that future Westinghouse advertising will carry no appliance prices at all. He insisted, however, that this did not imply that Westinghouse was abandoning the system of suggested list prices.

Tools, Dies Sold

Admiral Corp. has sold the tools and dies of its recently-acquired Belmont division for manufacturing private brand television and radio receivers to the Hallicrafters Co. of Chicago.

While Admiral originally had planned to continue the contract manufacturing operation, trade and

The lady...

FOUND WONDERFUL WORK-SAVING FEATURES FOR HER NEW KITCHEN

"The very thing!" she said as you demonstrated slim drawers for linens and a handy pull-out cutting board. Inner sliding drawers that organize cupboard space and bring every item within ready reach. And all operating on whisper-quiet nylon glides. A cabinet for the built-in oven or range she'd chosen. Choice is an important word to women. And they can exercise it freely with Republic Steel Kitchens in Harmony Hues . . . in lovely Formica countertops . . . in a broad line of cabinet sinks, wall and counter cabinets, and space-organizing accessories.

THIS PROFITABLE OPPORTUNITY IS YOURS!

Find out how Republic Steel, with its "mine to market" facilities, puts you in the kitchen business with the line that gives folks the *most for their money*. Start the coupon on its way for this free booklet.

REPUBLIC STEEL KITCHENS *in Harmony Hues*

CLASSIC WHITE • LARGO YELLOW
TEMPO TURQUOISE • PRELUDE PINK



REPUBLIC STEEL KITCHENS
1038 Belden Avenue
Canton 5, Ohio

- ☐ Send my free copy of "Why Get in the Steel Kitchen Business?"
- ☐ Have my Republic Steel Kitchens distributor call on me.



Dealership _____

Individual _____

Address _____

City _____ State _____

EM-569

C-1265



Please help me decide!

They don't say it out loud—but it's true just the same. Just about every woman who walks onto your sales floor is bewildered by the dazzling profusion of brands—appliances—names—features. She is subconsciously hoping *you* can convince her that one is the right one—for her.

And how do you do *that*? Successful salesmen have found that the surest way to gain her

confidence is to stress an outstanding feature.

When any appliance is equipped with a Nichrome* heating element, you have just that kind of a feature. For *you* know that the heating element is by all odds the most important part of the appliance.

So tell her "it has a heating element of Nichrome." You'll make up her mind and clinch the sale.

Nichrome V and Nichrome are manufactured only by



Driver-Harris COMPANY
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario



*T.M. Reg. U.S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

public acceptance of the company's new electronic lines, including portable TV sets, has been so widespread that it was decided to devote full time to the production of Admiral brand models, according to company spokesmen.

Speed Queen Sold

An agreement was concluded last month for acquisition of the Speed Queen Corp., Ripon, Wisc., by the McGraw Electric Co., Elgin, Ill., it was disclosed jointly by Max McGraw, president of McGraw Electric, and H. A. Bumby, president of Speed Queen. Speed Queen shareholders voted on the proposition Aug. 28.

The transaction involved 155,000 shares of McGraw Electric stock in exchange for Speed Queen.

Speed Queen manufactures automatic clothes washers, wringer-type clothes washers, dryers and commercial laundry equipment.

Bumby announced that net sales for 1955 were about \$25 million and that sales have increased substantially since the beginning of the year. Speed Queen will maintain its present management and be operated as a division of McGraw.

McGraw's business now includes such products as Toastmaster electrical appliances, Coolerator air conditioners, dehumidifiers, and electric fans, Manning-Bowman and other electrical appliances.

White Buys Apex

Directors of White Sewing Machine Co. and Apex Electrical Mfg. Co., both in Cleveland, Ohio, have approved plans for the merger of the two companies, effective Sept. 30. Stockholders of both companies will have to approve the recommendation.

The transaction will be an exchange of stock whereby White will acquire Apex for \$5.1 million for Apex common holders. Apex will be operated as a separate division of White.

Earlier this year White acquired the Industrial Distribution Co., of Strong, Carlisle and Hammond.

Capehart Organizes

The Capehart Corp. has announced the formation of its Parts Service Division in East Orange, N. J.

Robert A. Gross, president of Capehart, also announced that A. P. Hummers, president of Gross Distributing Corp., has been named a Capehart vice president and will head the new division.

Hummers said that shipments will begin immediately.

A black and white photograph of a rectangular sign with a 3D effect, tilted slightly to the right. The sign is white with bold, black, sans-serif text. It is set against a background of a dense field of clover plants, which are in shadow, making them appear dark. The sign is supported by a wooden post, which is partially visible at the bottom center.

**YOU'RE ROLLING
IN
CLOVER!**

Because...

The cleaner business is really

Year by year more and more dealers

You can roll up an even bigger share

The Biggest Bargain



C-3

ROLL-AROUND CLEANER



NOW ONLY

\$49⁹⁵*

Complete
with
Attachments

*Manufacturer's recommended
retail or Fair Trade price.

really a dealer's business now!

dealers are rolling up a bigger share!

ger share of dollars the fast G-E way!

The Best Value—



R-I

ROLL-EASY CLEANER

NOW ONLY

\$69⁹⁵*

Complete
with
Attachments

*Manufacturer's recommended
retail or Fair Trade price.



Progress Is Our Most Important Product

GENERAL  ELECTRIC

Vacuum Cleaner Department
General Electric Company, Bridgeport 2, Conn.

LOCAL CAMPAIGNS

SUPPLEMENTS-Mass Coverage

MAGAZINES-4-color pages

TV-"Warner Bros. Presents"

**BIG G-E CLEANER
AD PROGRAM**

Japan Sews Up Market

Sewing machine imports from Japan total over 40 percent of estimated U. S. unit sales; foreign machines account for nearly two-thirds of all units sold here

Japan has been edging ahead in its efforts to capture the world's sewing machine market and has taken overpowering leadership as the country of origin for America's imported sewing machines.

According to U. S. Dept. of Commerce, Bureau of Census, figures, a whopping 652,274 sewing machine units were imported from Japan during 1955. These machines had a manufacturers' value of \$12,206,630. This represents a unit increase of 266,054, or 68.89 percent, over 1954.

These figures refer to complete sewing machines exclusive of component parts, such as heads, etc., which are also imported in large quantities.

The total number of imported machines in 1955 came to 995,215 units. This was a 317,518 unit, or 46.85 percent, increase over 1954. These machines had a total manufacturers' value of \$27,963,928.

Accurate figures as to total sewing machine sales in the United States are difficult to obtain because several manufacturers will not release them, but some estimates would indicate that perhaps 1,525,000 units were sold in 1955. This would indicate that nearly two-thirds of all sewing machines sold in the United States were foreign imports and that over 40 percent of the total originated in Japan.

Leading exporters of sewing machines to the United States also include West Germany, Italy, the United Kingdom, and Switzerland, all of whom do business totalling in the millions of dollars in this field.

Unit Value Drops. The average manufacturer's price of an imported

sewing machine unit dropped from \$31.59 in 1954 to \$28.10 in 1955. This was largely due to the increase in imports of lower-priced machines originating in Japan and the United Kingdom. Higher priced units come from Italy, West Germany, and Switzerland. Some sewing machines also come from Sweden, Belgium, the Netherlands, Canada, and other countries.

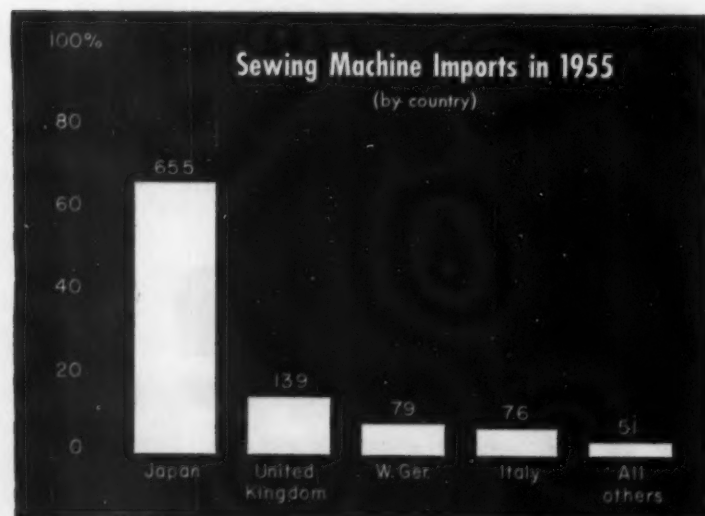
The average price of a Japanese machine came to \$18.71. British machines exported for \$17.46, while the machines of other countries ranged in manufacturers' price from \$57.56 (Italy) to \$76.34 (Switzerland).

The United Kingdom exported more machines than either West Germany or Italy, but both nations exceeded the United Kingdom in the dollar value of their sewing machine exports. (United Kingdom sent 138,551 units value at \$2,419,400 to the U.S.; West Germany's 78,363 machines were valued at \$5,210,140; and Italy's 76,149 machines brought a total of \$4,383,140.)

Manufacturers' Values. It must be emphasized that figures quoted are manufacturers' values, not retail sales totals. The total retail value of the 1,525,000 units estimated to have been sold in the United States in 1955 would probably approach \$250,000,000.

Figures were computed from Report FT-110, U. S. Dept. of Commerce, Bureau of Census—U. S. Imports of Merchandise for Consumption by Country of Origin.

The accompanying graph shows clearly the extent of Japan's leadership in supplying sewing machines for the U. S. market.



air conditioning
or refrigeration sales
in the balance?

Model P91, 1/4 H.P.
Single Cylinder
Compressor



sell the many advantages
of
Tecumseh*
**WELDED
HERMETICS**

* World's leader in compressors for the original equipment field

When your sale appears to hang in a balance and the customer needs further convincing, satisfy this desire for the best by selling the features that have made Tecumseh Welded Hermetics the most widely accepted compressor in the air conditioning and refrigeration field.

Here are some facts about Tecumseh that you can use as sales tools:

LOW INITIAL COST—Large production, based on constant demand, keeps cost low, and the savings are passed on in original equipment, or more "extras" at the same price.

SMOOTHER QUIETER OPERATION—Compressor is hermetically sealed in oil to give longer trouble-free performance... internal spring mounting, available only in true hermetic compressors, eliminates vibration and assures quieter operation.

COMPACT DESIGN—Resulting from public demand for increased food storage space without increasing the size of the refrigerator and smaller overall dimensions for room conditioners.

FREEDOM FROM SERVICE—Designed specifically for a particular application, efficient overall operation has resulted in less than 1% field returns under warranty for complete systems.

Make your selling job easier... make sure your air conditioning or refrigeration appliances come equipped with Tecumseh Hermetic Compressors.

21,000,000 TECUMSEH COMPRESSORS IN USE TODAY!



TECUMSEH PRODUCTS
TECUMSEH MICH. Company

World's Largest
Producer of
Compressors for the
Refrigeration Industry

EXPORT DEPT.:

P. O. Box 2280, 24530 Michigan Ave., W. Dearborn, Mich.



BIG PICTURE TV PRICED FOR EVERYONE—top controls for easy-to-see, easy-to-reach tuning...265 sq. in. aluminized tube...available with finest VHF Cascode or All 82-Channel Tuners...complete with stand, in hand-rubbed oak or mahogany color finishes. The Saratoga, in mahogany color finish, Model 3V541L \$199.90 (VHF).



MODEST-COST CONSOLETTA—keyed Automatic Gain Control for automatically constant fringe or local area reception...265 sq. in. aluminized tube...up-front controls...improved front-projected sound. In lustrous, hand-rubbed mahogany, oak or cherry color finishes. The Concord, in mahogany with base shown, Model 3V601 \$249.90 (VHF).



CONTEMPORARY CONSOLE—precision Cascode VHF or all-channel UHF tuner...studio sound reproduction from two 8" large-magnet speakers...eye-ease optic filter diverts annoying glare...up-front controls. In hand-rubbed mahogany, oak or cherry color finishes. The Savannah, Model 3V700L \$249.90 (VHF in mahogany).



BUDGET MODEL CONSOLE—335 sq. in., 24-inch (diagonal measurement) aluminized tube...super-dependable chassis with keyed AGC...clearest, sharpest sight and sound with eye-ease optical filter...two speakers...recessed top-side controls. In mahogany, or oak color finishes. In mahogany, The Montgomery, Model 3V760R \$279.90 (VHF).



HIGH FIDELITY SIGHT AND SOUND—deluxe, full transformer-powered chassis with keyed AGC...24" diagonal measurement plus 4 speakers, two 8" bass and two 5" high frequency...all operating through a dual channel high fidelity amplifier...tone control and phono plug-in jack. In beautiful hand-rubbed mahogany, oak or cherry color finishes. In mahogany, The Grandview, Model 3V765R \$349.90 (VHF).



GRACEFUL CONSOLETTA—21" (diagonal measurement) 265 sq. in. aluminized tube...eye-ease optical filter...long-distance range finder...all channel tuning...up-front controls...keyed AGC. Finest in sight and sound in mahogany or cherry color finishes with traditionally styled base, Model 3V605L, The Sheraton, \$279.90 in mahogany (VHF).



COMPLETE TV-RADIO-PHONOGRAPH—beautiful modular combination utilizes The Saratoga television receiver, plus the Prelude radio-phonograph with two speakers. Available in lustrous hand-rubbed color finishes of mahogany, oak or cherry on a variety of smart, functional tables...complete in mahogany, The Studio, Model 3V900L \$369.90 (VHF).



DELUXE HIGH FIDELITY CONSOLE—full transformer-powered keyed AGC chassis. 21" diagonal measure picture, powerful dual channel high fidelity amplifier and four speakers...phono-jack with switch for record player...eye-ease optical filter...in hand-rubbed mahogany, oak with ebony trim, or cherry color finishes. The Beverly, Model 3V701L, \$299.90 (VHF) in mahogany.

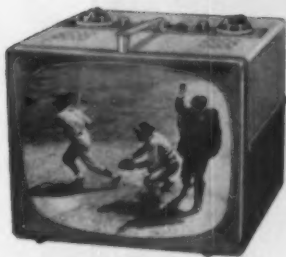
NOW DISTRIBUTORS SAY

NOW DEALERS SAY

SWITCH SWITCH SWITCH TO Sentinel

A Subsidiary of the Magnavox Company

TV • RADIO • PHONOGRAPHS
all **NEW** policy...all **NEW** line
makes **REAL** sense, makes **REAL** profits!



TOP-PERFORMING PORTABILITY—106 sq. in., 14" (diagonal measurement) aluminized tube in rugged, virtually shock proof chassis... smartly styled in beautiful decorator colors... weighs a mere 24 pounds for place-of-choice viewing. The Nomad, Model 3V500E \$139.90 (VHF).



CONSOLE HIGH FIDELITY AT TABLE MODEL PRICE—brilliant performance from 12" bass, 8" intermediate, 5" high frequency speaker... plus powerful 10-watt push-pull amplifier... 4-speed imported Collaro intermix record changer with dual stylus... variable bass and treble controls... Acoustical cabinets in oak, cherry or mahogany. Model 2E671C, The Symphony \$169.90 in mahogany. With super-selective AM-FM radio. Model 3E771C \$229.90.



THREE-SPEAKER CHAIRSIDE PHONOGRAPH two 6" x 9" ovals plus 5" speaker... 6-watt amplifier... 4-speed intermix changer with dual stylus, variable bass and treble controls... acoustical cabinet in mahogany, oak or cherry. The Prelude, in mahogany finish, Model 2E636 \$139.90. With super-selective AM radio, Model 3E736C \$149.90.



DELUXE BIG PICTURE PORTABLE—17" (diagonal measurement) aluminized tube offers full 145 sq. in. of clear, sharp reception... virtually shock-proof chassis... telescoping dipole antenna assures clearest, stable reception anywhere... weighs a mere 32 pounds... in a variety of decorator colors, The Sun Valley, Model 3V521J \$159.90.

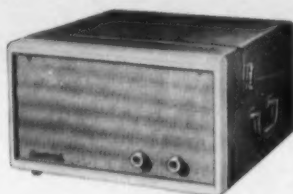
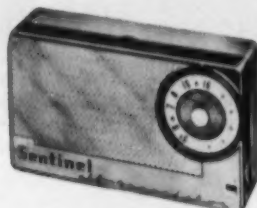


TABLE-TOP HIGH FIDELITY—8" bass plus 5" high frequency speaker, balanced high fidelity amplifier give thrilling tonal performance. Precision intermix multi-speed record changer with dual stylus... compensated volume... variable treble controls. Lightweight acoustical cabinet finished in a variety of sparkling scuff-resistant colors... convenient carrying handle. The Promenade, Model 2E635 \$79.90.



TRANSISTOR POCKET PORTABLE—fits in pocket or purse, yet gives super-selective long-distance reception... finest tone quality... room-filling volume... hundreds of hours of enjoyment on only one low-cost battery. Model 1E500 \$64.90 with battery. Optional: Private earphone, leather carrying case.

QUALITY TELEVISION

- 41 Megacycle IF Amplifier
- Top Tuning or Picture-Side Controls
- Automatic Picture Lock
- VHF Cascode and UHF Teleramic Tuners
- Optical Picture Filter
- Superior Magnavox Speakers
- Interference Rejector
- Fine Furniture Cabinets
- Wide Selection of Finishes

RADIO-PHONOGRAPHS

- Magnavox High Fidelity Speakers
- Audio Power up to 10 Watts
- Precision Intermix Multi-Speed Record Changers
- Variable Bass and Treble Controls
- Super-Sensitive, Drift-Free AM-FM Tuners
- Acoustical, Fine Furniture Cabinets
- Decorator Selection of Finishes

FACT! The ONLY Factory-Distributor-Dealer

Franchise that protects your one interest... your PROFIT!

Now you can live with a franchise that's on *your* side. Firm... but fair... and, oh, so profitable! In brief, you're assured of *year 'round volume sales* with thoroughly market-tested instruments... *no price cutting* with vigorous price maintenance... *greater profit margins* with larger, guaranteed markups... *competitive prices* with a streamlined line that reduces inventory problems... *no "annual line" dumping*, but gradual new-model introduction... *no "buckshot" franchising*, but a

fine market opportunity... *easy sell-up*, with features and prices working together.

Yes, here's profit that's *guaranteed*—not just talked about. Here's product quality and saleability that's *built-in*—not just advertised. Sentinel instruments are easy to demonstrate... *easy to sell*... backed by powerful, *local*, "feature the dealer" merchandising.

Here's a franchise policy that's *fact*... not fiction.

No wonder leading distributors and dealers are switching over to Sentinel! There may be a franchise open in YOUR area. Write, wire or phone the Sales Manager.



Sentinel

2100 W. Dempster Street, Evanston, Illinois

A Subsidiary of the
Magnavox Company



HI-FI and Imports Steal the Show

*The Music Show,
that is . . .*



INTEREST shown in Grundig-Majestic merchandise demonstrated by firm president Leonard Ashbach is typical of stir created by imported hi-fi.

Good crowds attend four-day show in New York, but little interest is shown

in TV as visitors concentrate on high fidelity and imports

German radios and hi-fi took the spotlight at this year's Music Show in New York City. Exhibitors in the Trade Show Building and the Hotel New Yorker included ten television manufacturers, 29 makers of radios and phonographs, 49 phonograph and high fidelity companies, 19 manufacturers of records and accessories, and 17 producers of recorders, sound equipment, etc.

Indicative of the stress on hi-fi were the conclusions of a panel on high fidelity merchandising held during the show. The panel found that there are high sales, good margins, and excellent profits to be made from high fidelity. The average markup on high fidelity pack-

age goods was found to run about 40 percent.

Steps necessary for a successful hi-fi operation were outlined. Dealers were urged to concentrate on packaged hi-fi and aim for the volume customer who is the music-lover, not the sound hobbyist. Limiting the number of lines carried as well as the price range was recommended. Consistent advertising and promotion was also plugged.

However, some members of the audience criticized the panel's emphasis on packaged hi-fi and neglect of component parts.

The interest in German-made goods was pronounced. The flurry of buyer activity around such displays was noticeable and a real at-

mosphere of selling was achieved by manufacturers offering German makes. This was in contrast to an almost casual attitude to be found almost everywhere else.

Hi-Fi Emerges. The phonograph-high fidelity business has obviously come into its own, judging from reactions at the show. At a press conference, Earl Campbell, president of the National Association of Music Merchants, foresaw a retail volume in phonographs, hi-fi, and similar equipment this year of about \$500 million.

Frank B. Walker, general manager of MGM Records and president of the Record Industry Association of America, also reported a 22 percent increase in record sales for the first quarter of 1956. If sales for the rest of the year continue at the same pace, he said, there will be a new sales record set.

Frank Freimann, president of The Magnavox Co., predicted an increase in color-TV sales this fall. He said it was the job of the retailer to merchandise and promote color-TV aggressively if such sales are to be made.

Portable TV was discounted as less of a factor than previously foreseen by the industry. Freimann expressed doubts that portable TV sets will be as big a factor in the replacement set market as other industry sources have predicted.

Freimann added, however, that the music industry can look to the biggest season it has ever had. He indicated that this is an era of prosperity and the biggest luxury market the country has ever seen.

He also said that there has been a rising interest in good music during the last ten years and that increases in hi-fi radio-phonograph sales indicate big increases still ahead.

Of Prices and Things. The show brought out other facts about today's market. One is that, in the field of packaged high fidelity at least, there is very little stabilization in prices. It was pointed out that a high-fidelity set that sounds good and appears in an acceptable cabinet can retail within a wide range of prices.

European-made hi-fi and phonograph lines were shopped enthusiastically.

In the television field, dissatisfaction was expressed with portables which do not allow a sufficient margin to make a profit and which, it is feared, may substantially harm the low-end market of standard sets. A magic color price has not been reached apparently, according to many, and the question was raised as to whether color sales might be awaiting better programming rather than lower price.

All-in-all, merchants were much more excited over hi-fi merchandise than over anything else at the show.

Decreasing profits in the TV field have definitely affected the music merchant, who feels he can make more substantial profits on phonographs, hi-fi equipment, and related items.

There was little doubt of it—hi-fi was the star of the Music Show this year.



GENERAL ELECTRIC clock radios capture the attention of, left to right, Gerald D. Levy of R. H. Macy, Si Fassler, GE manager of marketing, Philip Svigals of Macy Associates, and Irwin Feldman of Davison-Paxon in Atlanta.



ZENITH district manager Nat Schneider talks over matters with Herbert H. Okrongly, Zenith advertising manager during a not-particularly-busy moment at the Zenith television display in the Trade Show Building.



MOTOROLA portable radio draws optimistic smiles from, left to right, Harold McCormick, and Chuck Belzer, both of Motorola, and Bob B. Baron, Cooper Distributing Co., Newark, N. J.



DU MONT Dial-O-Matic television tuner draws interest from Milton L. Keverson, Uptown Radio Co., Detroit, Dick O'Brien, Du Mont field sales manager, and J. Affleck, Du Mont advertising and sales promotion manager.



OLYMPIC radio-phonograph console is explained to L. Sales and son, Mike, right, by Richard B. Dreazen, general manager of Olympic. Olympic also displayed imported merchandise.



PILOT RADIO CORP. display draws the attention of a visitor. Pilot displayed both components and consoles.



FRANK FREIMAN, right, president of The Magnavox Co., Inc., makes a point during course of a press conference.

1957 GENERAL ELECTRIC FILTER-FLO® WASHER

now with 2 wash speeds...2 spin speeds
SET ANY COMBINATION!



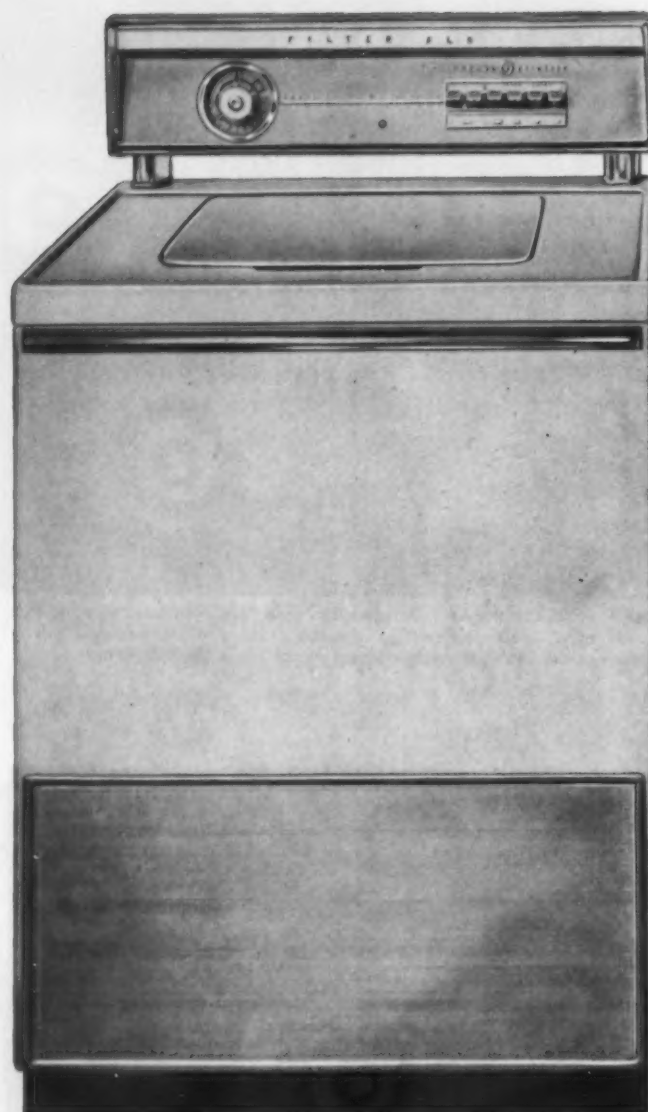
Women's favorite . . . the lint-removing washer. The washer that cleans and recleans wash water . . . leaves no lint fuzz on clothes —is designed to reach even bigger sales heights.

The washer with the filter that takes out lint—the 1957 Filter-Flo Washer—now also gives your customers unmatched spin-speed flexibility for all-fabric washing. Unlike other washers, a choice of Normal or Slow Wash Action Speed and Normal or Slow Spin Speed can be set in any combination to suit the type of fabric washed.

Advantages? Wash synthetics without setting wrinkles. Wash fragiles without “frays.” Wash blankets without “felting.”

Watersaving Sales Features, too! The 1957 G-E has (1) Automatic Suds Return System (optional) that sets aside sudsy filtered water for a second wash if desired. (2) Water Saver Selector that saves over 20 gallons on small loads. (3) Choice of Hot or Cold Water Rinses.

With all these features, no wonder you can count on record G-E Washer sales coming up!



NEW GENERAL HOME

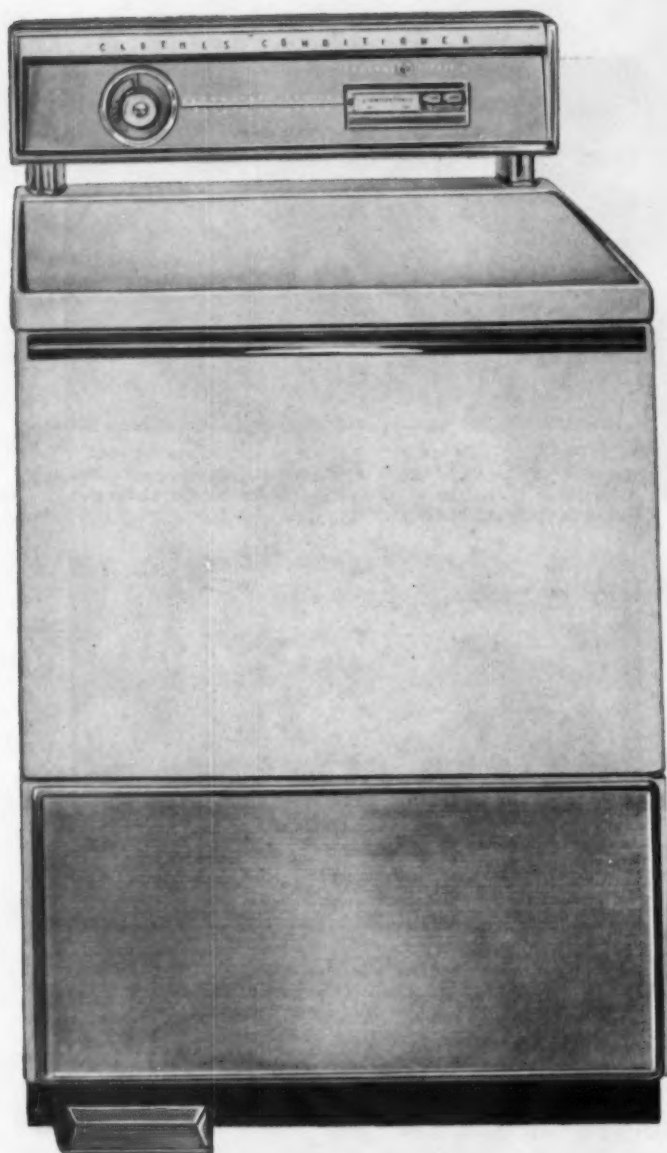
ADVERTISING in every other household

Magazines—Four-color ads in *Saturday Evening Post*, *Look*, *LIFE*, and *American Home*, plus *This Week* and *American Weekly*—reaching every other household in the country.

Local and national TV—Twentieth Century-Fox Theatre (CBS, Wednesday, 10-11 p.m., EST); “Summer Originals” during the summer and “Broken Arrow” in the fall (ABC, Tuesday, 9-9:30 p.m., EST)—sales demonstrations in 16 million homes week after week.

America's fastest-selling
automatic washer and dryer

*...better
than ever!*



1957 GENERAL ELECTRIC AUTOMATIC DRYER

now dries a typical-size family wash
IN AS LITTLE AS 35 MINUTES



G-E Dryers — No. 1 with customers in 1956! And now the 1957 General Electric Automatic Dryer (DA820P) has more efficient automatic operation than ever, and it's faster than ever.

Designed to dry all washables perfectly, automatically, the G-E Dryer requires just a simple setting of its unequalled Automatic Control. Dial "D" for Delicates, "N" for Normal pieces, "H" for Heavy fabrics. The control adjusts drying times and temperature according to the fabric load.

New High-Speed Drying System dries clothes faster at low, safe temperature by making the best use of air circulation instead of direct heat. Typical-size load of family cottons can be dried in as little as 35 minutes at 230 volts.



No Special Wiring Needed. This G-E Dryer operates on standard 230-volt or 115-volt circuits—no special wiring needed. Just plugs right in like a refrigerator.



Added sales features include the Automatic Sprinkler, the Air Freshener, the toe-touch Magnetic Door. With all these to attract customers, you'll want to get ready now for your biggest dryer season.

ELECTRIC LAUNDRY PAIR

There never was a better time to stock, display and promote the G-E Washer and Dryer. They're the pair designed to sell fastest! If you're interested in the kind of business you can do with G. E., see the G-E distributor serving your area. General Electric Company, Home Laundry Department, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

In every market across the country the General Electric line of automatic washers and dryers has been selling faster than ever before in history because the General Electric line is so packed with features easy to demonstrate and features customers want.

Dozens of General Electric dealers have sold more Filter-Flo Washers than all other washers combined.



In a New Haven appliance store vice-president John Craig explains firm's sponsorship of political convention to dealer Sal Prisco, right. All over the country this picture was repeated as . . .

WESTINGHOUSE Takes Its Story to the Dealer

- In an unprecedented activity 133 top executives spend a full week calling on dealers. Their aim—to rally retail support of Westinghouse's sponsorship of the political conventions
- That was the primary purpose. But for the company's top brass—men like vice-president John Craig shown here—the "rally week" provided a unique opportunity to test dealer reactions to the company's "comeback" campaign



WESTINGHOUSE'S "rally week" got underway with closed circuit telecast to distributors during which executives like Craig explained scope of company's five million dollar expenditure in sponsoring convention telecasts.



TO OPEN WEEK, Craig and 132 other executives took to the road to tell dealers "in person" about Westinghouse's promotional plans. At luncheon in New Haven, dealer Seward Manchester of Winsted, listens as Craig makes his pitch.



CRAIG WAS ON RECEIVING end as well during his week in field. Here, in downtown New Haven store of Blair & Brodrib he listens to comments of Miss Ardito, a store executive.



SURROUNDED by competitor's merchandise as well as his own, Craig and distributor Bob Chase listen as dealer Carl Georgio makes a suggestion.



NEW HAVEN CALLS FINISHED, Craig boards a chartered plane for flight to Boston. In five days Craig also visited dealers in New York, Rochester and Buffalo.

THE "LOST" PRICE DAYS ARE OVER!

Du Mont Backs a New Way of Life for TV Dealers
with a Franchise to give you **FULL PROFIT** on every instrument!



supports you with...

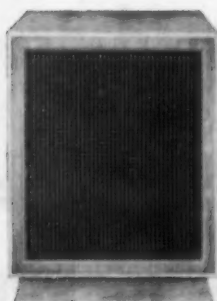
- 1 **THE MOST RESPECTED NAME IN TELEVISION**
Du Mont gives you the prestige line—known and accepted as "the finest in television."
- 2 **PRICE MAINTENANCE**
With Du Mont Quality you can sell at full list price. There's no need to cut. Your profit is assured.
- 3 **NO "ACROSS-THE-BOARD" FRANCHISING**
Quality dealers, not quantity distribution, under the new Du Mont policy.
- 4 **THE TOP QUALITY "SHORT" LINE**
Carefully planned to give you the best in the business. Fewer models, faster inventory turnover, no "dead-stock" headaches.

We are ready to help lead the way. There will be no more "lost" price trading on Du Mont. It's time to bring profits and prestige back to the retail television business!

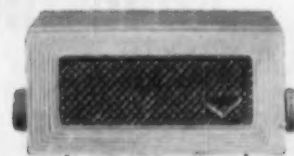
Du Mont puts **PROFITS** back in the TV picture
with this *Quality* line



SEDGWICK
with 24" Screen*
Also
SHELBY
with 21" Screen*
Both in Mahogany Grain
Finish or Lined Oak Grain
Finish with Solid White
Oak front frame and legs.



MINSTREL HI-FI
Exclusive Dynacoustic Tone
Chamber. Separate bass, treble,
loudness controls. Mahogany
Grain or Lined Oak Grain Finish.



BEL-AIR
Table radio in Antique
Ivory, Turquoise, Buff Sand.

**"DIAL-O-MATIC"
REMOTE CONTROL**

Television's newest and only
completely automatic remote control.
else. Optional on Du Mont 21- and
24-inch models.

LET'S TALK IT OVER

We'd like to give you the whole
story in person. Call or write your
Du Mont distributor today!

* All 21" measurements are overall diagonal with 262 sq.-in. viewable area.
All 24" measurements are overall diagonal with 332 sq.-in. viewable area.

Allen B. Du Mont Laboratories, Inc., 25 Market Street, East Paterson, N. J. Manufactured and Distributed in Canada by Canadian Aviation Electronics, Ltd.

**If it's PROFIT
you want...**

Look at Amana

Amana[®]

offers you the quality products,
the powerful advertising...
and the tested promotions that
add up to the full PROFIT
you are looking for!

TAKE A GOOD LOOK AT **Amana** PRODUCT QUALITY!

Here's *value selling* you'll find only in the famous line of feature-packed Amana Freezers! Stor-mor Freezers that are guaranteed to outperform all others!

Or take the new Amana FREEZER-Plus-REFRIGERATOR. This superb 2-in-1 appliance—stands high for beauty . . . performance . . . long trouble-free performance!

As for the excellent line of "Air Command" Room Air Conditioners by Amana . . . it was *completely sold out again this year!*

Amana now offers you its new "Central-System" Air Conditioner that cools the entire home . . . and the newest, most advanced line of "Built-In" Freezers and Refrigerators.

NOW TAKE A LOOK AT **Amana** ADVERTISING

Every Tuesday evening—the hilarious "Phil Silvers Show"! Watched by millions over the vast CBS-TV network—with lovely Laraine Day pre-selling Amana to this tremendous audience.

National advertising in LIFE, SATURDAY EVENING POST, BETTER HOMES AND GARDENS, TIME, NEWSWEEK, FORTUNE and other leading magazines pre-selling a staggering number of readers with full color ads . . . full pages and two-page spreads!

Here's impact! Here's hard-hitting salesmanship! Here's all-out effort that is reaching millions of potential buyers for Amana dealers!

AND LAST . . . ONE QUICK LOOK AT **Amana** PROMOTIONS!

Continuous . . . consistent . . . expertly-planned promotional programs that sell *right on your retail level!* They help prolong your selling peaks . . . sustain your normal selling levels . . . with far less sales dip! Your selling is easier . . . your profits bigger!

Watch for this! Amana will soon announce a spectacular Fall promotion. It's powerful! Dynamic! Unlike anything you've ever seen! It's going to "break" shortly . . . Amana's sensational "OWN A SHARE OF AMERICA" promotion.



AMANA REFRIGERATION, INC. • AMANA 16, IOWA

ELECTRICAL MERCHANDISING—SEPTEMBER, 1956

**CASH IN NOW!
MAIL THIS COUPON
TODAY!**

**GET ALL THE FACTS
without obligation!**

Amana Refrigeration, Inc.
Amana 16, Iowa

Send me information immediately on how I can boost my profits the AMANA Way.

Name

Address

City County State

MANUFACTURERS

Kelvinator's "Magic Minute"

Company's 1957 laundry line includes new feature to eliminate hand-scrubbing; spokesman sees industry selling six million home laundry units in 1956

Kelvinator Division of American Motors Corp. introduced its 1957 line of home laundry appliances in New York City on the last day of July. All automatic washers feature the "Magic Minute," an automatic pre-treatment that eliminates hand-scrubbing and soaking for clothes with stubborn, ground-in dirt.

The "Magic Minute" is a part of the complete washing cycle and requires no special attention once the washer has been started, according to W. L. Hullsiek, sales planning manager for laundry appliances. Water flow into the tub is halted after several minutes and the non-reversing, eccentric agitator starts giving each load of soiled clothes a full minute of pre-treatment in a highly concentrated solution of detergent or soap.

Kelvinator advertising and sales promotion programs on the new home laundry appliances will concentrate competitive emphasis on the new feature, which the company feels could be a "hot" promotional theme.

Homer L. Travis, vice-president in charge of Kelvinator sales, in conjunction with the introduction of the new line, predicted that industry-wide home laundry appliance sales will reach a record six million units during 1956 and should exceed this level in 1957.

Record Sales. Travis said industry figures show that manufacturers' shipments of washers, dryers, and ironers for the first six months of 1956 are currently running 6 percent ahead of last year's pace, when the industry hit a record total of more than 5.9 million units.

"Factory and field inventories during the same period, however, have increased some 29 percent, Travis admitted.

"This might have a braking effect on shipments during the second half, when 52 to 55 percent of the year's total sales normally are accounted for."

Travis also said that Kelvinator, home laundry sales for the first half of 1956 are more than 40 percent ahead of the same 1955 period, and already have exceeded total Kelvinator laundry sales for all of 1953, when the company entered the business. Kelvinator's 1957 target is a further increase of 18 to 20 percent over 1956 laundry sales.

Travis also emphasized that

"while automatic washer sales have increased 95 percent since 1952, dryers have climbed more than 200 percent, and currently present the greatest immediate opportunity for growth. Outsold by washers 5-to-1 four years ago, dryers have reduced this margin to 3-to-1, and should reach a proportion of less than 2-to-1 by 1960."

The 1957 Kelvinator line includes five automatic washers, two priced at \$289.95 and \$329.95 (this model retails at \$349.95 with a special suds return feature) and three to be priced according to local distribution conditions. There are five automatic electric dryers, two priced at \$219.95 and \$259.95 and three with the prices left open. Of six models of wringer washers, four range from \$139.95 to \$179.95 and two are unpriced. An automatic ironer is priced at \$249.95.

The automatic washers and dryers are available in pink, green, or yellow at \$10 extra. Shipments to factory zones and distributors are nearing completion and Kelvinator dealers will soon have 1957 models at the retail level.

New Models All Year

New models of Du Mont television receivers, radios, and hi-fi units will be introduced periodically throughout the year instead of following the industry custom of holding them for mass introduction, according to a new policy announced by William C. Scales, sales manager of the Television Receiver division of Allen B. Du Mont Laboratories, Inc.

It is believed that the new merchandising policy will make for greater flexibility enabling Du Mont to supply the right merchandise at the right time to meet consumer and dealer demands.

Scales pointed out that Du Mont will also withdraw individual models during the year to meet market conditions. He indicated that the company would continue to have showings for distributors in June of each year with the largest number of new models introduced at that time.

However, Scales stated, "We don't feel that a strict June-and-January new line dating policy makes sense for us or for our distributors and dealers."



MELANIE KAHANE, nationally-known interior designer and color specialist, is shown with her assistant, Arthur Wagner, observing the effects of three different colors on fabrics. The results of these tests were unveiled recently as the new Westinghouse line of Beauty Tone bulbs.

Color Is a Light Matter . . .

. . . as General Electric and Westinghouse unveil new lines of pastel-colored bulbs, with tints selected for harmony in decorating the home

A new concept in home lighting was unveiled recently in New York City by both General Electric Co. and Westinghouse Corp. Both companies introduced a new line of colored light bulbs designed to create a variety of atmospheres with tinted light.

Definitely pastel-colored in appearance when unlighted, the new bulbs produce a soft, tinted light when turned on. They give an impression of a color tone in a room, enhancing existing colors in draperies, furniture fabrics, walls, and complexes.

F. M. Sloan, vice president and general manager of the Westinghouse lamp division, told an audience of decorators and press representatives that the new light bulbs enable the homemaker to create interesting decorative results in any room as well as lighting effects to suit mood and occasion.

Extended Lines. Sloan said the new light bulbs are a logical extension of the "Beauty Tone" pink bulbs which the company introduced last year.

"Now," said Sloan, "the housewife can select from a family of Beauty Tone light bulbs and choose the one which best meets the needs of the decorating scheme of each room."

Westinghouse Beauty Tone bulbs are available in yellow and aqua in addition to the already-important pink.

G-E's new bulbs come in blue,

green, and gold in addition to pink. These bulbs will be known collectively as "Coloramic" lamps.

The actual selection of the pastel shades of Westinghouse's tinted light bulbs was placed in the hands of nationally-known designer and color specialist Melanie Kahane.

Shades Tested. "Miss Kahane and her associates tested the effect of more than a hundred different shades of tinted light bulbs," Sloan said. "They tested them on various fabrics, complexions, surfaces, floor coverings, and woods. From these experiments Miss Kahane was able to tell our engineers which shades produce the most flattering and appealing decorative effects."

Of the G-E Coloramic bulbs, C. Eugene Stephenson, past president of the American Institute of Decorators, said, "It seems to me that these new 'Coloramic' lamp bulbs can make more of an impact on our homes and the entire field of decoration than any single development in recent years."

Eugene W. Commercy, G-E's authority on home lighting, observed that "a homemaker can change the decor of her living room in the time it takes to change the light bulbs."

Sylvania Electric Products, Inc., pioneer in decorator lighting, announces that it will extend its color types beyond the initial pink before the end of the year. New colors are now being developed.

Rinse Problem Dissolves

Norge markets a "dispenser wheel" that softens water for the rinse cycle; unit snaps on agitator and fits all washer models

Two pie pans and a tuna fish can, put together by a southern Illinois inventor, have given Norge Division of Borg-Warner Corp. a new sales feature for its fall line of washers.

The device, called a "dispenser wheel," solves the problem of impregnating a load of clothes with a water softener for the rinse cycle. It mounts on top of the agitator and, when the machine goes into its first spin, the water, containing the conditioner, creeps up the side of the bowl-like contraption, and is caught. When the suds rinse stops, the liquid is sprinkled down through holes onto the clothes.

One of the great difficulties of the automatic washer has been with soap and hard water. On wringer type machines the curd formed by soap and hot water floated off as the clothes were pulled through the wringer. It was strained through the clothes in the automatic washer, and often left a curd of soap caught in the garments. Use of detergents or water softener softened the water for the washing, but the rinses had no such benefit, as the softened water was flushed out. Use of water softener on rinsing makes the clothes soft and gets out the soap, says Norge.

Rising Volume. In discussing the coming year's volume of home laundry equipment, for the industry at large, Judson S. Sayre, president of the Norge Division of the Borg-Warner Corp., predicted that sales will climb to a new record high, in excess of 6.2 million units. They will top the 1955 volume by 8 percent, he said.

Norge sales, he said, are 7 percent above 1955 for automatic washers, and 34 percent for dryers. He thinks that, by 1958, sales of dryers will exceed washers.

The dispenser wheel, which is the device that is causing the 1956 revolution, snaps on the agitator and will fit any older model. Retail price \$9.90.

Norge's 1957 line has been shortened to three washers at \$299, \$199 and \$159, plus a pushbutton washer retailing at from \$139 to \$149. The one-way dryer will sell between \$129 and \$139, two-way for \$159, a four-way for \$199, and a hamper door four-way for \$239. For gas models, add \$30.

While the dispenser wheel is particularly adapted to hard water areas, Sayre does not particularly expect it to sell only in these areas. The ability to get out tattle-tale gray and avoid yellowness will

make it move in any market, he says.

Advertising for the new improved line will run in the *Saturday Evening Post*, and *Look*, as well as *Parents Magazine* and *Baby Care*.

Manufacturer Briefs

• **The Siegler Corp.**, Chicago and Pasadena, Calif., manufacturer of heating equipment, electronic devices, and power tools, has entered the central air conditioning field through its acquisition of the Kinnaire Corp., Anaheim, Calif.

• **Jacobsen Mfg. Co.** gave 275 power lawn mower dealers a preview of the company's new 1957 line in Racine July 23 and 24.

• **Sylvania Electric Products, Inc.**, has opened a new, modern 87,000-square-foot warehouse and sales office in Los Angeles.

• **The Ferrodynamics Corp.**, Lodi, N. J., has been formed to manufacture magnetic recording tapes for commercial, home, and military applications. President of the new firm is Frederick I. Kantor. O. Louis Seda is executive vice president.

• **American Motors Corp.** announces that construction has begun on a new British plant that will more than double production facilities for Kelvinator appliances in Great Britain.

• **Airtemp Division**, Chrysler Corp., is enlarging its air conditioner production facilities with the addition of a new \$1.5 million machine line. A special reinforced foundation for the equipment has been completed and machines are now being set in place.

• **Thomas A. Edison, Inc.**, announces that Webcor, Inc., has taken a non-exclusive license from Edison under tape recorder patents which have been in litigation between the parties in Federal District Courts in New York and Chicago. As a result, these suits have been discontinued.

• **Magnavox Co.** announces the approval of plans for a new plant to be erected in Urbana, Ill. The plant will have a minimum of 47,000 square feet in the initial structure.

REAP YEAR 'ROUND PROFITS When You Feature These Fast-Selling EMPIRE Lanterns

DeLuxe "TRAVELITE"

It blinks—beams—or blinks and beams! Red flashing top light. Pivot base to position light in wide arc. Twin switches operate both lights singly or together. Plastic handle.

No. 960—\$6.95*



FOCAL-RAY

Pivot Base swings beam in full circle. Change from spot-beam to bright flood at turn of lens head. Plastic handle.

No. 900—\$4.25*

TWIN-LITE

Two switches light either bulb or both at once. Exclusive pivot base spots beam up and down—stays put on many angles.

No. 872—\$5.25*

"Tilt-Beam" SPORT-LITE

Tilting Sealed Beam Spotlight that pivots up and down in wide arc—stays put at desired angle. Bright flood light on top. Best all-around sports lantern.

No. 730—\$7.95*



Backed by Sales-impelling national advertising, "EMPIRE" Lanterns keep moving in steady, profitable volume to sportsmen, vacationers, motorists, farmers—everyone wanting the finest in dependable portable outdoor light.

Your Jobber
can serve you.

Keep Lantern sales rolling with these three popular "EMPIRE" leaders . . . Others to choose from!

* Slightly Higher in West

The METAL WARE Corporation

200 Fifth Avenue
New York

TWO RIVERS, WIS.

Merchandise Mart
Chicago

INVESTIGATE

NEW SPARTAN!

A Division of the Magnavox Company

TV • RADIO • PHONOGRAPHS

The Quality's There—The Features Are There—Your Customers Can See And Hear Spartan Superiority!

TELEVISION • Full Transformer-Powered Chassis • 41 Megacycle IF Amplifier • Top Tuning or Picture-Side Controls • Automatic Picture Lock • VHF Cascode and UHF Teleramic Tuners • Optical Picture Filter • Superior Magnavox Speakers • Interference Rejector • Fine Furniture Cabinetry • Wide Selection of Styles and Finishes.

RADIO-PHONOGRAPHS • Magnavox High Fidelity Speakers • Audio Power up to 20 Watts • Precision Intermix Multi-Speed Record Changers • Variable Bass and Treble Controls • Super-Sensitive, Drift-Free AM-FM Tuners • Acoustical, Fine Furniture Cabinetry • Wide Selection of Styles and Finishes.

NEW *Spartan* LINE BUILDS VOLUME SALES!



BUDGET PRICED — full transformer-powered chassis with local-long distance selector... top tuning and omni-directional speaker... slanted optical filter for finest glare-free viewing... in cordovan or blond decorator colors or hand-rubbed Syntex mahogany or cherry color finishes... the Winthrop 21, in cordovan with stand, \$179.50 (VHF).



CONSOLE TV AT TABLE MODEL PRICE—reflection barrier, optical filter, extended range "ear-level" sound, top tuning with full transformer-powered chassis, local-long distance selector switch... sparkling performance! Beautiful cabinet finished in mar-proof cordovan, blond or Syntex mahogany color. The Hampton 21, in cordovan, \$199.50 (VHF).



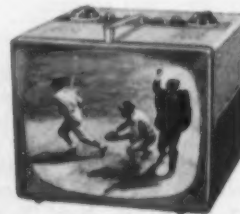
SUPERB FRINGE AREA PERFORMANCE—"Deluxe 21" full transformer-powered chassis with keyed Automatic Gain Control. Optical filter, reflection barrier, two 8" Magnavox speakers, recessed top controls, concealed swivel casters. Finished in blond oak, cherry or Syntex mahogany. The Haverford 21, in mahogany color finish, \$249.50 (VHF).



FINE TRADITIONAL CABINETRY—"Deluxe 21" keyed AGC chassis... outstanding sight and sound from Sepiatone optical filter, reflection barrier... two 8" bass, 5" high frequency Magnavox speaker. Top tuning controls recessed under sliding panel. On swivel casters, finished in lustrous Syntex mahogany, blond oak or cherry color. The Winfield 21, in mahogany color finish, \$299.50 (VHF).



TRADITIONAL OR MODERN STANDS, TABLES OR BASES REDUCE INVENTORY, INCREASE SALES OF "LOWBOY" MODEL
"Deluxe 24" keyed AGC chassis for exceptional fringe-area performance... 335 sq. in. picture... sepia-toned slanted optical filter... 3-speaker extended-range sound system. The Riviera 24, in genuine mahogany, oak or cherry with traditional base, \$359.50... with self-adjusting brass-ferruled tapered leg stand, \$339.50... with smart accessory table, \$354.50 (all VHF).



24 POUNDS OF PORTABLE FUN—106 sq. in. of picture perfection in a rugged, compact cabinet... virtually shock-proof chassis... interference rejector... aluminized tube, all-channel tuning... studio sound. The 14" Model, in a wide choice of beautiful decorator colors, \$139.90 (VHF).



BIG PICTURE, AND PORTABLE, TOO—145 sq. in. picture, attractively, compactly styled for "place of your choice" viewing. Big picture TV, weighing in at a mere 32 pounds. 4" x 6" Magnavox oval, omni-directional speaker... choose from beautiful decorator colors... the 17" Standard, budget-priced at \$139.90 (VHF). DeLuxe 17" shown, only \$159.90 (VHF).

LEADING DEALERS ARE
WIRE COLLECT...

NEW *Spartan* FRANCHISE GUARANTEES YOUR PROFITS!

If you've longed for a franchise with some teeth in it—then the Spartan Factory-Dealer Franchise is your baby. It's firm—and because it's firm, it's *valuable*. For here is a franchise that gives you guaranteed protection of your only interest—*your profit*. Think it over—and do the best thing: Wire collect to Spartan before this profit opportunity disappears. Perhaps you can be the selected Spartan dealer in your neighborhood.

no price cutting—Spartan prices are enforced—guarantees you protected profits.

no promiscuous franchising—Spartan Dealers are selected. Each must provide adequate market coverage—each must get a generous market opportunity.

no "annual line" dumping—New models are introduced gradually. No quick change-overs to leave you with "obsolete" inventory.

assured volume sales—Basic line eliminates complicated inventories—*Market-tested* and competitively priced!

greater profit margins—larger *guaranteed* markups.

more step-up sales features—Features and prices go hand-in-hand. It's easy to sell-up with Spartan—easy to step-up profits, too.

price-protected inventory—Your Spartan inventory is fully protected for 90 days.

transportation prepaid—Spartan instruments are shipped to your door without extra cost to you—adds to your profit margin.



HIGH-FIDELITY 4-SPEAKER PHONOGRAPH—20-watt audio, two 12" bass plus two 5" high frequency Magnavox speakers...multi-speed, precision intermix record changer...beautiful, acoustically engineered cabinet. In genuine mahogany, oak, or cherry. The Symphony, "420," \$198.50 in mahogany. With super-selective, drift-free AM-FM radio, \$269.50.



BRILLIANT, MODESTLY PRICED PERFORMANCE—console radio-phonograph incorporates two Magnavox 12" bass speakers plus two coaxial 5" high frequency speakers, 20-watt amplifier, multi-speed intermix changer, variable bass and treble controls. Incorporates super-sensitive AM-FM radio. Acoustical cabinets in hand-rubbed mahogany, oak or cherry. Concert Hall "420," in mahogany, \$298.50.



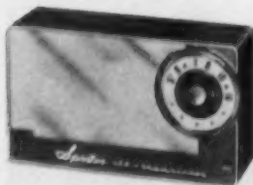
BUDGET-PRICED CONSOLE HIGH FIDELITY—within the reach of every music lover... Magnavox 12" bass plus coaxial 5" high frequency speaker, 10-watt high fidelity amplifier, precision multi-speed intermix record changer, variable bass and treble controls. Acoustical cabinets in hand-rubbed mahogany, oak or cherry. The Symphony "210," in mahogany, \$149.50. Also available with super-sensitive, drift-free AM-FM radio, \$198.50.



3-SPEAKER HIGH FIDELITY—two 6" x 9" oval plus 5" Magnavox speaker, 6-watt amplifier, multi-speed, intermix changer, dual stylus pick-up...variable bass and treble controls...auxiliary speaker connection for additional remote speakers...in hand-rubbed oak, mahogany or cherry. The Monterey, in mahogany, \$119.50 with stand.



TOP PERFORMANCE, BUDGET PRICE—8" and 5" Magnavox speakers...push-pull high fidelity amplifier...precision intermix multi-speed record changer...dual stylus pick-up...compensated volume plus variable treble controls...compact acoustical cabinet in a choice of hand-rubbed Syntex mahogany or blond oak color finish. The Catalina, \$99.50.



NEW TRANSISTOR POCKET PORTABLE—fits in pocket or purse...all-transistor, super-selective, long-distance reception...finest tone quality...room-filling power for hundreds of hours on only one low-cost battery. The Playmate, \$64.50 with battery. Optional: private earphone, leather carrying case.



HIGH FIDELITY PORTABLE PHONOGRAPH—Magnavox extended-range 6" bass and 4" high frequency speakers...push-pull high fidelity amplifier...compensated volume and continuously variable treble controls...precision intermix multi-speed changer with dual stylus...variety of beautiful colors. The Capri, \$79.90 With AM-FM radio, \$89.90



FINEST OF THE LOW PRICE CLASS—8" Magnavox speaker gives "big" sound performance...universal spindle on multi-speed turntable takes all records without annoying inserts...in a variety of beautiful, mar-proof colors. The Wayfarer, \$39.50. Only \$49.50 with AM radio included.

SWITCHING OVER TO *Spartan*

Sales Manager, Spartan Division of the Magnavox Company, Fort Wayne, Indiana



A LIGHT MOMENT occupies, left to right, Leonard F. Cramer, Sentinel vice president; Louis Solomon, National Sales Co., Rochester, N. Y.; and Sentinel eastern zone manager George Wilkens.

Sentinel Writes "New Deal"

Hand-picking distributors, Sentinel Radio Co. sets out on a three-step distribution pattern, offering Magnavox backing and a brand-new line

Some 150 representatives of 52 distributors in key areas all over the country met in Chicago Aug. 1 and 2 at the invitation of Sentinel Radio Co. Declared object of the meeting was signed orders for television sets under a new 10-point policy.

Sentinel president Frank Freimann and vice-president Leonard F. Cramer laid the new deal out for the distributors on Aug. 1; on Aug. 2, the sales and service staff moved in for concentrated man-to-man discussions with the interested distributors. Complete programs were signed in this mass move for a three-step distribution system, based on distributor policing and an all-over "clean" policy, including service, co-op advertising, sales promotion help and, of course, the actual shipment of merchandise.

Distributors were unanimous in their approval of the step—and in their acceptance of Sentinel's "new deal." The ten points in the package Sentinel unwrapped for distributors were:

- 1) Magnavox backing for the already-established and well-known Sentinel name.
- 2) Good profits "guaranteed" for both distributors and dealers.
- 3) A top-grade line, equal to Magnavox, "definitely not a price line."
- 4) A complete line, "more than competitive."
- 5) Restricted dealer franchising, policed at distributor level.
- 6) No "annual line" markdowns

—replacement of models individually on an "advanced technology" basis only.

7) Prepaid freight on shipments to distributor.

8) Price Protection agreement.

9) Co-op ad funds, for 100% of any tab under a yet-to-be-established percentage of sales.

10) Proven factory service policy, working through the distributors to dealers, with outside contractors allowed depending on distributor approval.

Sentinel people feel that this complete switch from a newly-purchased property, through new line development, sales set-up, advertising, promotion and service

arrangements, to a ready-to-go complete line ready for fall sales is an accomplishment in time and space equalled in importance only by their own avowed "new deal." The "new deal" aims at keeping the "standard" distribution pattern alive and kicking. They underline that this is not an experiment,—that they want Sentinel to grow to Magnavox size and relative distribution position.

Distributors, by the rate they were signing up, evidently are going to go along. At least one is going to ring the new Sentinel line in on his regular "open house" Aug. 23; the others can be expected to get off the mark just as quickly, judging from response at the meeting.

TV Models. In TV, Sentinel offers 14 models, including three portables. Prices on the portables are \$139.90 for the Nomad 14-inch and the Golden Gate 17-inch set, \$159.90 for the Sun Valley deluxe 17-inch model. Biggest ticket in the TV line is the Studio, Model 3V900L, which combines the Model 3V541L 21-inch TV receiver with the Model 3E736C radio-phonograph, a three-speaker unit with a 6 watt amplifier, at a total price of \$359.90. Other sets start at \$199.90 for the 21-inch 3V541L to \$349.90 for the 3V-765R 24-inch, four speaker "Grand-view."

There are three Sentinel high fidelity radio-phonographs, ranging in price from the \$89.90 two-speaker Model 2E635 table phonograph to the \$169.90 2E671C three-speaker, 10-watt console phonograph, which becomes the 3E771C radio-phono at \$229.90 with the addition of an AM-FM radio in the same cabinet.

In radios, Sentinel provides a pocket-sized transistor Model at \$64.90; two other portables at \$32.95 and \$35.00. There are three table models from \$14.95 to \$34.95 and a clock radio at \$19.95. All prices quoted in this article are for cabinets in mahogany finish.



SENTINEL SALES MANAGER Robert Parks, second from right, puts his sales points across to William S. Moore, right, president of Williams Wholesale Distributors, Newark, Ohio, and his two aides, George Lane and Carl Norris.

New Range Unit

The Edwin L. Wiegand Co., Pittsburgh, has placed on the market new Chromalox Microtube electric surface units for ranges. The slim tube units enable range manufacturers to offer a wide selection of sizes in the installation of surface cooking facilities, since six- and eight-inch units ranging from 1200 to 2600 watts are available.

Each unit coil is removable from its cavity to facilitate cleaning the range surface. The units come with new style deep reflector pans eliminating the need for a built-in drip tray.

The medallion in the center of the units is obtainable in chrome or in porcelain, which may be all-white or color-on-color.

Other features include flat tops, resulting in more contact with cooking utensils, quick response to switch changes, and simplified design.

Sets Beat Heat

"Operation Tropics," a grueling quality control test, has been completed for television sets by Allen B. DuMont Laboratories Inc., according to Nicholas DeFalco, manager of the company's quality control department.

Ten 21-inch television sets survived 7,000 hours—equal to four or five years of average use—in the Du Mont humidity chamber, at a constant 104-degree temperature and 95 percent humidity.

"All the sets came through with flying colors," DeFalco said. "We turned the sets on for eight hours, and off for sixteen hours to give the moisture a good chance to infiltrate the chassis. At the end of the test, one small tube had failed. It probably would have failed even without the humidity and heat in a test of that length."

All of the other sets were reported in perfect order at the end of the test.

Northeast Showings

New England was the first region privately to view Crescent Industries' completely new 1957 line of hi-fi phonographs and tape recorders following their unveiling at the Music Merchants Show in New York City late in July.

The kick-off of these private showings in New England was on Aug. 2 at the Regent Sales Co. plant in Springfield, Mass.

The lines are spearheaded by two innovations in that Crescent claims to be the first manufacturer to announce printed circuits in all of the hi-fi phonographs and first to offer a full-featured tape recorder for \$89.95 (the "Tutor").

ANNOUNCING
*the most dramatic home lighting
development in 3 decades...*

A FULL LINE OF
*Beauty Tone** **LIGHT BULBS**



ONLY WESTINGHOUSE

gives you this once-in-a-lifetime opportunity for **EXTRA PROFITS!**

*Trade mark

NOW ... Westinghouse goes all the way in the smart new trend to tinted lighting!

3 Distinctly Different Bulbs

- Add new beauty to furnishings, fabrics, complexions!
- Permanent inside silica coating banishes glare ... melts harsh shadows!
- Have exclusive Westinghouse LIFE-LINE FILAMENT for long, long life!
- All popular sizes ... 60, 75, 100, 150, and 50/100/150, 100/200/300 watts!

NOW ... Westinghouse gives your customers 3 reasons instead of 1 to come out and buy new bulbs for all their lamps!

3 for Plus-Business

- Only Westinghouse carries a full line of 3!
- All 3 are premium-priced ... for higher, *premium* profits! (see below)
- 3 to make your store headquarters for all your customers' lighting needs ... including regular bulbs! (see back page)

NOW ... Westinghouse gives you three times the sales appeal ... three times the profit potential!

3 for Plus-Profits

Beauty Tone
Light Bulb

60-watt	\$0.27	60	\$1.44
75-watt	.29	60	1.80
100-watt	.29	60	1.26
150-watt	.32	24	.50
50/100/150 watt	.69	24	1.44
100/200/300 watt	.89	24	1.01

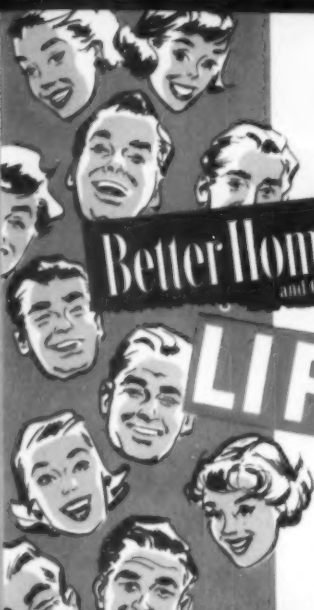
List Price
Each

Case
Quantity

Dealers make at least
this much more than
on same case quantity
of inside frost lamps*

*Based on Minimum Discount.

*Trade



Better Homes
and Gardens

LIFE

Everyone will want them!

Never before have women been able to do so much for the beauty of their homes . . . and all for pennies!

Exciting 4-color decorator ads pre-selling your customers on this completely new concept of home lighting!

In Life

In Better Homes and Gardens

PLUS actual, in-home selling demonstrations by Betty Furness!

They'll be featured on famous Westinghouse STUDIO ONE reaching into the homes and buying habits of 20,000,000 people each week . . . and on Westinghouse complete TV-Radio coverage of the 1956 POLITICAL CONVENTIONS with more than 95% of America's buying families tuned in!



Everyone will buy them from you!



FREE Deluxe in-Store and Window Background Display!

Only Westinghouse dealers will be in a position to supply this vast new market . . . because only Westinghouse makes all 3!

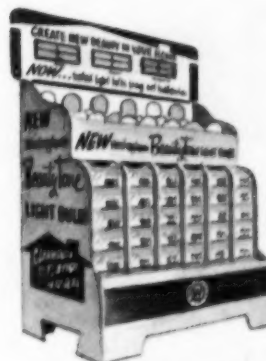
Completely new concept of light bulb merchandising featuring unprecedented in-store selling aids!



FREE! Big, colorful display kit containing window streamers, price channel talkers, display card, novelty displays plus . . . quantities of 6-page Consumer hand-out folder with color chart by Melanie Kahane, world-famous interior designer!

And dealers make
up to

53%



FREE Floor Stand with full assortment of new bulbs!

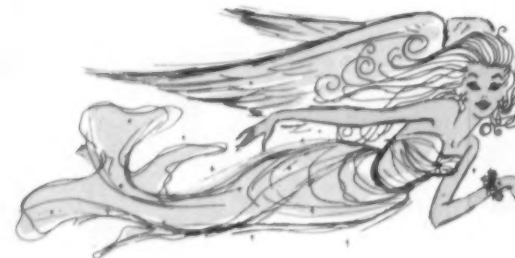
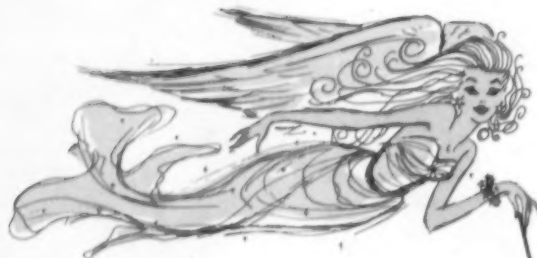
MORE ON EVERY BEAUTY TONE BULB SOLD

*Trade

Now! Decorator Perfected Lighting for every room...

The new Westinghouse Beauty Tone* **TINTED**

The pink bulb that proved your customers wanted a change... **PLUS 2 MORE EXCITING**



Beauty Tone
PINK

for a soft, warm light... rich
and flattering!



Beauty Tone
AQUA

creates a cool,
vast, airy atmosphere!

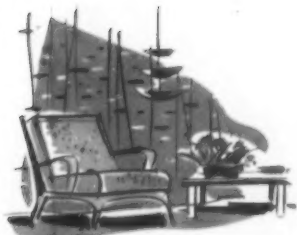
CASH IN ON THIS NEW HIGH-PROFIT LINE!

*Trade mark

ise **FULL LINE OF** **ED LIGHT BULBS!**

MORE EXCITING NEW TINTS that let your customer choose

the most flattering light for any color scheme!



Beauty Tone

AQUA

creates a cool, spacious calm . . . a
vast, airy atmosphere!



Beauty Tone

CANDLELIGHT

pleasant glow softens
shadows . . . adds dramatic quality!

LINE! PLACE YOUR ORDERS WITH YOUR WESTINGHOUSE LAMP DISTRIBUTOR **NOW!**

Full range tinted light bulbs **lead to FULL LINE SALES!**

3 Beauty Tone bulbs triple the impact of famous Westinghouse "See-Ability Center" . . . lead to bigger sales of all Westinghouse high-profit bulbs!



Customers will be looking for this latest exclusive Westinghouse development in tinted bulbs . . . *buying* them in quantity, *trying* them in all their rooms!

And, customers looking for new beauty through lighting will be interested in all the *other* nationally advertised Westinghouse light bulbs!

Get *full* sales, *plus*-profits from this new Beauty Tone buying spree by displaying the entire line together in

any one of 14 eye-catching, *profit-doubling* Westinghouse "See-Ability Centers"—available in all sizes for all types of lightbulb outlets!

STEP UP STORE TRAFFIC AND SALES!

Ask your Westinghouse representative for your copy of SEE-ABILITY CENTERS catalog! Ask for FREE new Point-Of-Purchase sales stimulators, too!

WATCH WESTINGHOUSE

WHERE BIG THINGS ARE HAPPENING FOR YOU!

FREE TO ALL LAMP DEALERS!

SIX 100-WATT BEAUTY TONE BULBS (2 Each Tint)

See how the soft glow of each of the 3 different tinted bulbs adds new beauty to your own home! Try them in all your rooms! See why this is an opportunity to sell the most important home-lighting development in 30 years!



Westinghouse Lamp Division, Dept. EM
MacArthur Avenue, Bloomfield, N. J.

MAIL COUPON NOW!

I would like to try all 3 NEW BEAUTY TONE BULBS in my own home! Rush me—free of charge—the complete trial kit!

Name of Store

Your Name

Address

City Zone State

Check one: ☐ I am a Westinghouse dealer ☐ I am not yet a Westinghouse dealer

No More Burned Toast

Toastmaster has a birthday; dates its beginnings to 1918, when Charles Strite got fed up with blackened toast, did something about it

Burned toast, served daily to master mechanic Charles Strite, was the inspiration which led to the invention of the Toastmaster this year celebrating its 30th anniversary in the domestic field.

Strite worked for a war plant in Stillwater, Minn., and it seemed that the cook always burned something, particularly the toast. He began experimenting in his home workshop, and in 1918 developed the first model of the automatic toaster, consisting of a spring, motor and switch, which he hoped would relieve the cook of toast watching.

His thought was for a heavy-duty toaster for restaurant use, and, in 1920, Glenn Waters and Harold Genter invested in producing it, forming the Waters-Genter Co., in Minneapolis.

The first toaster for home use was designed by Murray Ireland, now president of the Toastmaster Products Division, McGraw Electric Co., and it was going to take a lot of money to bring it out. So, in 1926, Max McGraw purchased the Waters-Genter Company and brought out the domestic model, 1A1.

What pushed Toastmaster to success was the fact that 90 percent of the public likes toast, and that produced with gas or in an oven it is dry or brittle, while the electrically toasted article was a new product. Toastmaster presented in restaurants a new



THIRTY YEARS OLD. Murray Ireland, seated, with Bill O'Brien, Toastmaster sales manager, studies the newest toaster, Model 1B22, and the old original, model 1A1, which was the first automatic pop-up toaster produced. Even the original is still in working order.

standard of excellence in toast, which the public liked and demanded in their homes.

The Toastmaster Products Division of McGraw Electric Co., moved to Elgin, Ill., in 1938, and today makes seven different models of automatic toasters, among which are a one-slice and a three-slice model, and five two-slice models, including a new copper and 24-carat goldplated toaster.

This year Toastmaster is celebrating the 30th anniversary of its domestic toaster, and many of the veterans in the company who started with it years ago are still actively on the job.

Frigidaire's "Sheer Look"

Sleek new design includes replacement of back-panels by "control tower" on washer and dryer models; provides completely automatic washing cycle

The "Sheer Look" dominates Frigidaire Division, General Motors Corp.'s, 1957 line of home laundry equipment. Five automatic washers and four electric dryers feature clean, squared-up lines in an attempt to meet the challenge of today's architecture and functional interior design.

Most distinctive styling feature on all new models is a "control tower." Back-panels are eliminated and automatic controls are located in the control tower, which is mounted above the cabinet in an easy-to-see, easy-to-use position.

Special features of the washers in-

clude a bleach dispenser and measuring cup located in the top of the pulsator-agitator. A Select-O-Dial in the control tower provides a completely automatic and flexible washing cycle. An economy cycle enables the homemaker to switch the machine from "normal load" to "small load."

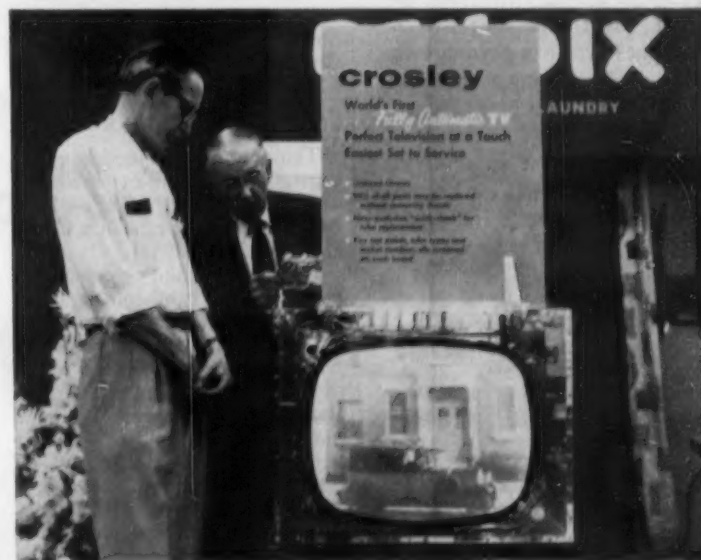
Top Frigidaire washer and dryer models are porcelain-finished and come in matching pink, yellow, and green, as well as white. Prices range from \$179.95 to \$299.95 for the new electric dryers and \$224.95 to \$349.95 for automatic washers, according to Frigidaire officials.

COLOR TV

The network schedules of color television for the month of September include the following programs:

- SEPT. 2, 5-5:30 EDT, NBC—Zoo Parade
- SEPT. 2, 9-10 EDT, NBC—Alcoa Hour
- SEPT. 3-7, 3-4 EDT, NBC—NBC Matinee Theater
- SEPT. 5, 9-10 EDT, NBC—Kraft TV Theater
- SEPT. 6, 10-11 EDT, NBC—Lux Video Theater
- SEPT. 9, 8-9 EDT, NBC—"The Magic Box" (film)
- SEPT. 10-14, 3-4 EDT, NBC—NBC Matinee Theater
- SEPT. 13, 10-11 EDT, NBC—Lux Video Theater
- SEPT. 15, 8-9 EDT, NBC—Perry Como Show
- SEPT. 16, 10-10:30 A.M., EDT, CBS—Lamp Unto My Feet
- SEPT. 17, 8-9:30 EDT, NBC—Producer's Showcase ("The Lord Don't Play Favorites")
- SEPT. 18, 8-8:30 EDT, NBC—Big Surprise
- SEPT. 18, 8:30-9 EDT, NBC—Noah's Ark
- SEPT. 19-21, 3-4 EDT, NBC—NBC Matinee Theater
- SEPT. 19, 9-10 EDT, NBC—Kraft TV Theater
- SEPT. 20, 10-11 EDT, NBC—Lux Video Theater
- SEPT. 22, 1-2 EDT, NBC—Warner Brothers Fashion Show
- SEPT. 22, 8-9 EDT, NBC—Perry Como Show
- SEPT. 23, 8-9 EDT, NBC—Steve Allen Show
- SEPT. 24, 10-11 EDT, CBS—Studio One
- SEPT. 24-26, 3-4 EDT, NBC—NBC Matinee Theater
- SEPT. 24-26, 7:45-8 EDT, NBC—News Caravan
- SEPT. 25, 8-8:30 EDT, NBC—Big Surprise
- SEPT. 25, 8:30-9 EDT, NBC—Noah's Ark
- SEPT. 29, 8:30-9 EDT, NBC—Perry Como Show
- SEPT. 29, 9-10:30 EDT, NBC—Esther Williams Aqua Spectacle

Transparent TV



TV SPECIALIST Grant Baird, left, of Stevens Radio and TV, Chicago, is informed of the new technical features on Crosley TV set by Glen Kuffler. Crosley men found transparent set valuable for technical talk at five-day Crosley-Bendix showing at Chicago Merchandise Mart last month. In addition to TV line, Bendix displayed Duomatic washer-dryer combination.

IT'S Blue Chip Quality



Tung-Sol Magic Mirror Aluminized Picture Tubes mirror twice the light to create a picture twice as bright. They bring out the best in every set. Install these superior tubes and see the difference . . . the difference that pays off in smooth, callback-free service and satisfied customers. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL ELECTRIC INC.
Newark 4, N. J.

Sales Offices: Atlanta, Columbus, Culver City, Dallas, Denver, Detroit, Melrose Park (Ill.), Newark, Seattle.

Blue Chip Quality
TUNG-SOL
Magic Mirror Aluminized
PICTURE TUBES

Bendix Steps Out

Company's withdrawal from manufacture of home television sets again reduces number of TV set makers; officials point to increasing load in other product lines

Bendix Radio Division of the Bendix Aviation Corp. has withdrawn from the manufacture and sale of home television receivers. E. K. Foster, vice president of Bendix, announced this decision late in July.

Prior to making this decision, a long-term study was undertaken of the home television business with its apparent continuing problems of profit, stability, and distribution. The results of this study, together with consideration of the rapid growth of its other product lines, influenced the Bendix Radio decision.

The company stated that its decision had been greatly influenced by its increasingly-heavy load of development and production in the field of military and commercial aviation electronics, radar, mobile two-way communications, and automobile radio.

Backlogs. A company spokesman stated that backlogs and production schedules required the complete

utilization of all its existing facilities and technical personnel in the Baltimore area.

The company said it had no particular television inventory problem and remaining stocks would be disposed of through existing channels. Management of the division advised that it would continue to handle its own warranty and service commitments with the same existing experienced personnel.

Bendix stated that the decision positively did not affect its other product lines in any way and that plant facilities and personnel formerly occupied in television would be immediately transferred to other production lines.

A new engineering laboratory building of approximately 100,000 square feet at the Bendix Radio, Towson, Md., plant was formerly opened and occupied last month, and a new radar manufacturing facility in the Baltimore area has recently been placed in production, according to company officials.

Components and Consoles

Pilot Radio Corp. introduces quality high fidelity equipment at New York Music Trade Show; display includes custom components and finished consoles

Pilot Radio Corp., Long Island City, N. Y., introduced its new lines of High Fidelity Component-Console music systems at the Music Trades Convention and Trade Show in New York City recently.

The new console models, all in contemporary furniture cabinetry, were designed and styled by Felix Bowen and are offered in a choice of wood finishes.

Headlining Pilot's demonstration was the Pantheon series of matched cabinets housing premium quality FM-AM tuners, amplifiers, preamplifiers, and control equipment in combination with British Garrard record changers, magnetic pickups, and multiple speaker systems of special design. Model PR-80, a radio-phonograph system complete with separate Model PS 180 three-way five-speaker system in matching cabinet, retails at \$1050 in cordovan mahogany. Model PR 70, with slightly less power output, retails at \$845 according to a spokesman.

Pilot's single cabinet series of

six Ensemble and Encore models features three high fidelity phonographs and three FM-AM radio phonographs and covers a range of prices from \$169.50 to \$595, with prices slightly higher west of the Rockies.

Special Features. The company has made known that all of the instruments in its new line will feature record equalizers, inputs for tape recorders, separate two-way bass and treble tone controls, and three position switching to permit the use of external speaker systems independently of the built-in system or in conjunction with it.

Pilot also demonstrated its new three-way five-speaker Companion speaker enclosure. This system was especially designed and developed by Pilot to match and extend all instruments in the Ensemble and Encore series.

A special feature of the display was Pilot's complete line of custom components exactly as used in its packaged instruments and as offered in separate component form.

IT'S Tung-Sol Quality



Tung-Sol receiving tubes for TV, radio and Hi-Fi replacement are exactly the same as those supplied leading independent set makers. This one quality, Blue Chip Quality, is your assurance of long, trouble-free service that keeps customers with you year after year. Tell your supplier you'd rather have Tung-Sol Tubes.

TUNG-SOL MAKES:

All-Glass Sealed Beam Lamps, Miniature Lamps, Signal Flashers, Picture Tubes, Radio, TV and Special Purpose Electron Tubes and Semiconductor Products.

Blue Chip Quality
TUNG-SOL
RECEIVING TUBES

Sell the families that buy...

.....3 out of 4 Homes
.....3 out of 5 Refrigerators
.....3 out of 5 TV Sets
.....7 out of 10 Washing Machines

It's the YOUNG HOMEMAKER FAMILIES
that outbuy all others as much as **3 to 1**

And there is only one home magazine edited
exclusively for this important market — that's

Because they need so many things
right now, LIVING's young homemakers
are out buying today.....



LIVING
FOR YOUNG HOMEMAKERS

A Street and Smith Publication • 575 Madison Ave., New York 22, N. Y.

Source — Look-Politz Study, "Survey of U. S. Markets, 1956".
Survey Research Center University of Michigan
based on research for the Federal Reserve Board.

Your Opening Wedge to Future Sales!



SPECIAL OFFER!

1 1/2 qt. size Encased Copper Saucepan
Reg. \$8.45
Special Promotion Price \$5.95

Save \$2.50

Get ready, get set to GO with this big new promotion starting September 10th! Bring in the customers with this special get-acquainted offer of a \$2.50 saving on Bridgeport Copperware Saucepan—and bring them back for more once they've tried the only cookware with "the Magic Heart of Copper."

BUT ACT NOW! The promotion breaks on September 10th. Orders at the special price can only be accepted up to September 30th. Complete Display and Advertising Kit also is ready and waiting for your action. Build for future volume now, by starting your customers on the Bridgeport Copperware Saucepan at this special introductory price.

...nothing's hotter than copper!

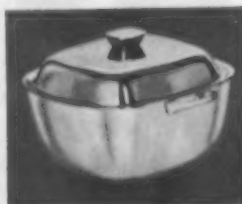


Stock *Bridgeport* Copperware

With these exclusive features:

• **MAGIC HEART** — heat-carrying copper, rim to rim, between two layers of stainless steel.

- The only Top-of-Range Cookware Line in the New Squared Shape!
- The only Stainless Steel Cookware with Solid Copper Core rim to rim.
- **NEWEST ADDITION** to the Bridgeport Copperware line is the 3 qt. **DUTCH OVEN**—ideal for even roasting or top-of-range cooking. ▶



BACKED BY A POWER BLAST OF NATIONAL ADVERTISING!

The finest you can own...or give!
BRIDGEPORT BRASS COMPANY • BRIDGEPORT 2, CONNECTICUT
Producers of better metals for America since 1865

Future Predictions



LOOKING INTO A CRYSTAL BALL is Robert S. Bell, executive vice president and general manager of the Packard-Bell Co., as he gives the keynote address at the recer. 1956 Packard-Bell Distributors Convention held in Los Angeles. Bell told distributors of the bright future ahead for the industry and supported his statements with facts and figures.

Prices Hit Peak

Consumer prices hit an all-time peak in June 1956, according to the National Industrial Conference Board's index for the United States. The all-items index, now at a record 101.7 (1953 is 100), rose 0.5 percent between mid-May and mid-June. This advance, the Conference Board points out, was the largest for any month over the past three years.

Purchasing value of the consumer dollar in June, 1956, was 98.3 cents (1953 dollar is 100), 1.5 cents lower than in June, 1955.

The rise in consumer prices over the month was due chiefly to food, which soared 1.5 percent. Apparel registered a 0.2 percent increase, while housing and sundries both advanced 0.1 percent. Only component showing a decline was transportation, which decreased 0.2 percent.

Sylvania's 1957 Line

Power-tuning, which eliminates bulky knobs and brings up stations without effort was featured in the Sylvania 1957 line of television, introduced to Chicago distributors in July.

The entire panel occupies less than 2 inches, in a decorative strip across the top of the cabinet and the stations roll forward or backward, depending on how you touch the edge wheels, which are barely visible.

Built into 1957 color sets, according to Bernard Holsinger, general sales manager, is a new kind of compactness, with cabinet dimensions equal to the largest sizes

of present black and white sets. Holsinger calls this the smallest, most compact cabinet in color television on the market today.

Two separate low-voltage power suppliers increase stability of operation, there are four stages of IF, instead of three, to improve picture detail and to protect against loss of color and sync signals, and a removable convergence control box in easy accessibility to servicemen.

Besides the two color television sets—a console and a table model—Sylvania offers fifteen black and white models for 1956-57. Five radio and high fidelity phonograph models were shown. In the high fidelity phonograph line, Sylvania introduced two portables in luggage type cases.

Financial Briefs

• **Maytag Co.** and its domestic subsidiaries report net sales of \$58,010,364 during the first six months of 1956, setting a new record high for a six-month period. First-half sales were 12 percent higher than during the first six months of last year.

• **Motorola, Inc.**, reports increased sales and earnings for the first six months and the second quarter of 1956. The first six months totals were \$101,801,234 as compared to \$93,293,119 last year.

• **Hoover Co.** announces that net earnings for the first six months of 1956 reached a new high. Net earnings for the period ending June 30 were given at \$2,753,454 as compared to \$2,350,726 for the same period last year.

• **General Dynamics Corp.**, of which Stromberg-Carlson is a division, has voted a three-for-two split of the common stock.

• **Stewart-Warner Corp.** reports net income for the first six months of 1956 as \$3,178,028, up 13 percent over the comparable period of 1955.

• **Hoffman Electronics Corp.** reports an 87 percent increase in the net profit for the first six months of 1956 over the like period of 1955.

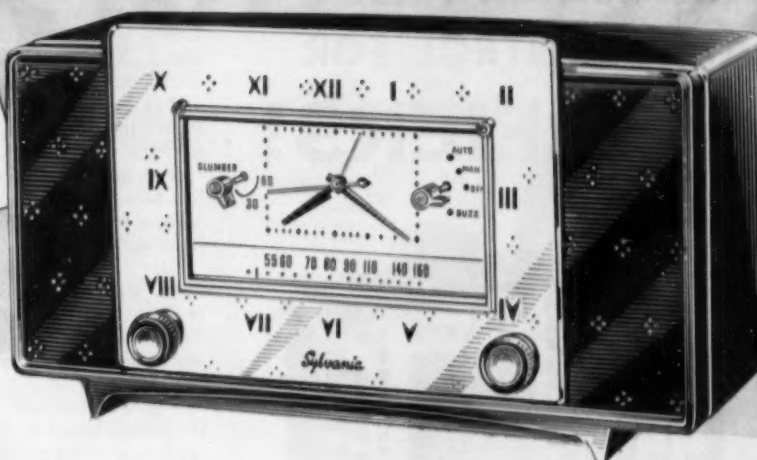
• **The Siegler Corp.** has declared a dividend of 15 cents per share on the company's common stock.

• **Allen B. DuMont Laboratories, Inc.**, reports a loss of \$484,000 for the first six months of 1956 after a tax carryback credit of \$608,000 compared with a loss of \$1,249,000 for the 24 weeks ended June 19, 1955.

• **Daystrom, Inc.**, reports a consolidated net income of \$527,000 for its first quarter ended June 30, 1956, which compares with \$496,000 earned in the corresponding quarter of 1955.

NOW! SYLVANIA CABINET of LIGHT RADIOS

Introducing...
the industry's most advanced
concept in illumination and styling
—the exciting new application of
lighting to Sylvania radios.



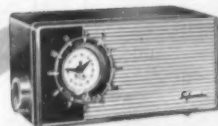
ONCE AGAIN, Sylvania lights the way! *Cabinet of Light* designing features full-front illumination. Unique interior light penetrates a distinctive pattern which lights the entire radio face. Subtly complements the most modern home decorating motifs.

And Sylvania *Cabinet of Light* radios offer your customers important extra service as comforting night lights.

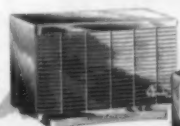
That's why you'll find your *brightest profit potential* in this radically new line of radios—the sets with the glowing difference.

"Star Timer" Super Deluxe Clock-Radio, Model 2301. Full-front illumination in *Cabinet of Light* design. Two full-range speakers provide unsurpassed tone quality. Automatic ON/OFF operation. In distinctive charcoal and gold or India ivory and gold.

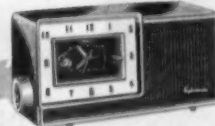
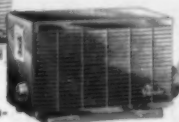
SYLVANIA OFFERS you a complete line of table models and clock-radios—styled and priced for every customer's taste and pocketbook.



"Night Timer" Clock-Radio, Model 2101. Trim new styling, attractive colors, dependable performance. Only \$29.95. Slightly higher West and South.



"Phone Radio"—the unique radio and two-way Inter-Communication System with a thousand-and-one home and office uses. Model 1102.



"Tune Timer" Deluxe Clock-Radio, Model 2202. Rich, full-bodied sound reproduction. Handsomely styled.



"Night Lighter" Super Deluxe Clock-Radio, Model 2302, exclusive PANELESCENT® Dial for comforting night light—smart, two-tone color styling.



"Twilighter" Deluxe Table Radio, Model 1202. *Cabinet of Light* full-front illumination. Luxurious color combinations.

... AND in high fidelity phonographs too, Sylvania sets the pace with outstanding portable phonographs



4-Speed Automatic High Fidelity Phonograph, Portable Model 4403. Silent, smooth-turning, fully automatic changer plays 7, 10 and 12-inch records at 16, 33 1/3, 45 and 78 RPM. Separately variable tone control to adjust precise tonal response to individual preference. Two-tone color combination in cinnamon and buff tan. *Lightweight.* \$99.95. Slightly higher West and South.

And to make every phonograph prospect your customer, the Sylvania 4-speed Automatic Phonograph, Portable Model 4401. Tone-balanced dual speaker system, fully automatic changer and variable tone control. *Lightweight.* Smart styling in mist green and ivory weave. \$79.95. Slightly higher West and South.

Spectacular High Fidelity phonographs provide a thrilling multi-dimensional effect in sound. Lightweight and rugged, these phonographs offer you standout selling features in the distinguished Sylvania line.

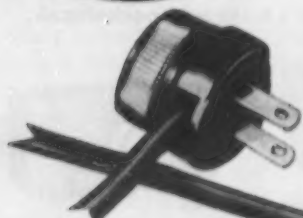
Keep your eye on **SYLVANIA**—the fastest growing name in sight

MORE SALES EXTRA PROFITS

WITH THIS BENDIX-FRIEZ AUTOMATIC CONTROL FOR DEHUMIDIFIERS!

CALIBRATION SCALE

A Bendix-Friez exclusive! For precise control of dehumidifier. Eliminates guesswork. Scale ranges from 20 to 80% relative humidity.



(COMPANION MODEL
AVAILABLE FOR USE
WITH HUMIDIFIERS)



Not a timer! This humidistat makes any electric dehumidifier automatic. It actually measures humidity . . . turns on dehumidifier only when needed.

That's right—you'll sell more dehumidifiers if you tie-in each sale with this Bendix-Friez* Humidistat. And you'll make extra profits, too! For with this unique control, you can sell *automatic dehumidification*. It's trouble-free, accurate and easy to install. Just hang the Humidistat on the wall. Plug it into the wall outlet and reconnect the dehumidifier. Then set and forget it. Saves wear and power by preventing needless operation.

Write today for complete information. Bendix-Friez, 1471 Taylor Avenue, Baltimore 4, Maryland



Export Sales: Bendix International Division, 205 E. 42nd St., New York 17, N.Y., U.S.A.

ASSOCIATIONS

NARDA Detergent

The National Appliance and Radio-TV Dealers Assn. is offering its membership two types of detergent under the name of "Wash Well," it has been announced by Harold Rice, chairman of the consumer products committee.

Development of the two detergents is the result of about a year's study and research by the committee. One is a sudsing type predominantly for top-loading washers and the other a controlled suds type mainly for front-loading washers.

The marketing of the detergent has been arranged in conjunction with a leading supplier of private label detergents.

Rice emphasized, however, "that this service stands alone in NARDA and that the organization does not intend to go into private label distribution of any hard goods."

The transference of a nationally-known brand of detergent from appliance stores to other types of outlets after laundry equipment retailers had helped establish the make sparked NARDA's move. The simple name of "Wash Well" was chosen by NARDA because of the heavy cost of establishing "trick" brand names.

Participation in this detergent program will be voluntary for NARDA members. Advantages are pointed out as including less price competition and the frequent return of customers to purchase the item from exclusive outlets.

Phone Listings Hit

A program to curtail excessive categories in classified telephone directories, thus freeing a larger share of appliance and radio-television dealers' advertising budgets for display ads in the directories, has been launched by the National Appliance and Radio-TV Dealers Assn.

"We feel that much of the benefit dealers could derive from advertising expenditure in this effective medium is lost to them because of money dissipated into the prohibitive number of categories under which retailers must buy listings in order to have their products fully represented in many areas," NARDA president Don Gabbert said.

NARDA is proposing a basic group of categories under which services and products might be listed and is recommending that others be cross-indexed to the most appropriate classification. This suggestion is being sent to all manufacturers in the industry and to NARDA's membership.

Standards Explained

How American Standards Are Made, a booklet describing the three ways standards become nationally-accepted and approved as American standards, has been published by the American Standards Assn. The booklet explains who makes American standards, why, and who uses them.

The booklet can be obtained free of charge by writing Dept. PR, American Standards Assn., 70 East 45th Street, New York 17, N. Y.

Association Briefs

• The Institute of High Fidelity Mfrs. announces the appointment of Walter Stanton as secretary and Charles Fenton as treasurer. Stanton is president of Pickering & Co., Oceanside, N. Y., and Fenton is head of the Fenton Co., New York City.

• The American Home Laundry Mfrs. Assn. has appointed Gregory M. Sheehan, manager-finance, Home Laundry department, General Electric Co., as treasurer.

• The Radio-Electronics-Television Mfrs. Assn. announces the appointment of Donald H. Stover as service coordinator. Stover was formerly the service manager for Sentinel Radio Corp., Chicago.

• The Air Conditioning and Refrigeration Institute announces publication of a revised ARI Application Engineering Standard (610-56) for Year-Round Residential Air-Conditioning.

• The National Appliance and Radio-TV Dealers Assn. board of directors has passed a resolution against compulsory central service and urges that a re-examination of the price structure to servicing dealers be made to justify the extra costs incurred by this type of retail outlet.

• The American Home Laundry Mfrs. Assn. recently heard Dr. Roy B. Davis, assistant director of the research section of the Du Pont Company's Finishes division, announce a universal appliance finish, based on a new polymer and designated tentatively as MD enamel.

• The Institute of High Fidelity Mfrs. announces the confirmation of the Jensen Mfg. Co., Chicago, as a general member of the Institute.

• The Illuminating Engineering Society has elected Marshall N. Waterman as president. Waterman is assistant commercial engineering manager of the Westinghouse Electric Corp.'s Lamp division.



Caloric®

adds new value-packed line of beautiful gas ranges

The best-looking, best-cooking ranges at the price you'll find anywhere . . . Caloric's brand-new "Companion" line. Includes four models: 36" Deluxe (shown), 30" Deluxe, 36" Standard, and 30" Standard.

The new Caloric "1 Series" is smart and modern in design . . . and packed with outstanding sales features:

- 3-Dimensional-design backguard, with fluorescent light, concealed oven vent, clock-timer, outlet.
- All burners hi-speed—4 giant, hi-speed, 12,000 BTU top burners for fast, fast cooking.
- Big 4300 cu. in. oven holds 35 lb. turkey, has newest silicone door seal, non-fog window, automatic heat control.
- All porcelain enamel, inside and out. Door handles and dials snap off for easiest cleaning.

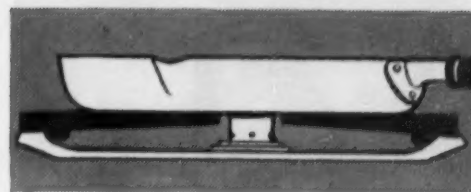
AND MANY MORE FEATURES to help you clinch sales!

Top o' the line . . . THE EXCLUSIVE CALORIC ULTRAMATIC GAS RANGE unequalled in every detail

The world's most-wanted range . . . the ultimate in choice of features and years-ahead styling. The buyer can choose: two ovens or one oven plus Roto-Ray Barbequer . . . divided or cluster top burners . . . any of 6 range colors . . . one or two Thermo-Set top burners . . . backguard lighting in any of 4 colors.

Give your customers complete choice of features and prices. Buy the line that builds sales—Caloric!

CALORIC APPLIANCE CORP., TOPTON, PA.
RANGES • DRYERS • BUILT-INS • DISPOSERS



• Thermo-Set top burner makes every pot and pan "automatic"! The sensing element keeps food at the exact temperature set. Demonstrate it and Thermo-Set practically sells the range.

CALORIC APPLIANCE CORPORATION
DEPARTMENT EM, TOPTON, PENNSYLVANIA

Please send me more information on the full Caloric line.

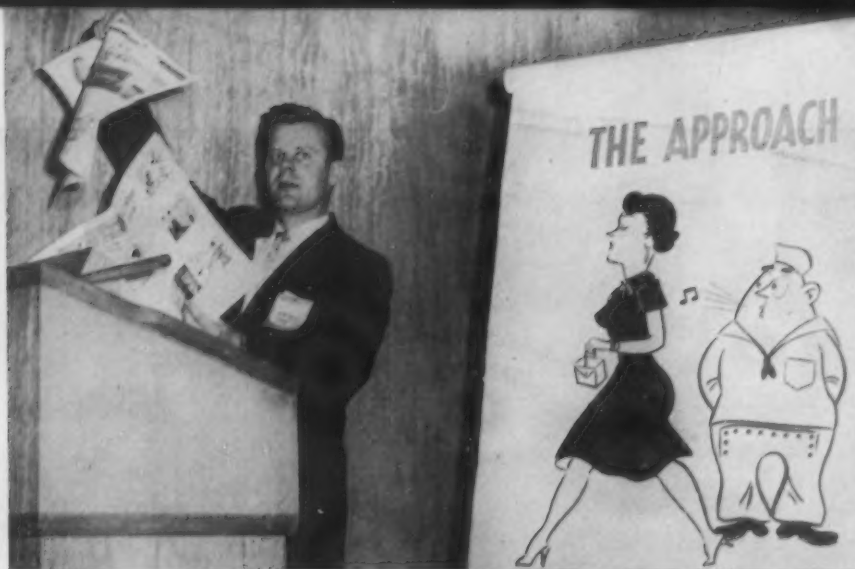
Name

Address

City Zone State



DEALERS and distributors watch intently as . . .



DON WEST presides as Republic Kitchens tells 41 dealers and distributors . . .

How to Plan a Kitchen— In Four Acts



REPUBLIC'S Pankonie chalks out kitchen plan . . .



THEN ponder answers in a written examination

"THE kitchen business has five big advantages to the appliance dealer. He doesn't have to handle trade-ins, he has no inventory problems, he doesn't have to discount, he has no repossession and no obsolescence."

That was the keynote sounded by Roger Pankonie before 41 of Republic Steel Kitchens' dealers and distributors at a training meeting in Cleveland, Ohio, on July 12.

Pankonie, head of Republic Kitchens' dealer development department, split the day-long meeting into a four-act sales drama: the kitchen market, the Republic line, kitchen planning and kitchen merchandising.

Leading lady of the drama was a sometimes distressed, and sometimes happy, typical housewife named Katy, who appeared in slide films accompanying the presentation.

Written Tests. After each presentation, dealers and distributors, who met in the plush conference room in Republic Steel's Cleveland headquarters, took a written test on what Katy and the other lecturers had told them. At the end of the day, those scoring better than 70 percent were eligible for prizes.

As a typical American housewife, Katy presented the assembled dealers with plenty of problems. She made it plain from the start that what she wanted was a "kitchen that's planned for her and her family." She told the dealers that she wants her kitchen built around three major areas, the sink, the range and the refrigerator. In a kitchen drawer, she looks for two things, ease of cleaning and smooth operation.

Act II of the four-act drama saw Don West, also of Republic Kitchens' dealer development staff, spell out just what products Republic has for Katy, in what sizes, shapes and colors.

Planning Problems. Act III, after lunch in a dining room adjoining the meeting hall,

was a real skull session, with Roger Pankonie, chalk in hand, presenting typical kitchen planning problems on the blackboard. His students, meanwhile, were following the diagrams and working out the problems on their own work sheets.

Pankonie told his audience, backing up Katy's demand for a kitchen planned for her, that accurate kitchen planning is essential to selling in four ways. First, planning makes general benefits—the ones you see in advertisements—specific. Secondly, it gives the prospect an idea of how the finished kitchen will look. Thirdly, a price can be put on the proposal. Fourthly, it leads to a decision to buy.

Pankonie pointed out that in kitchen planning it's important to place your corner cabinets first, since there is less flexibility in sizes in these units. He stressed, too, that it's important to plan an entire kitchen for Katy, even though she only wants a sink or a few cabinets.

Act IV in the drama was entitled "A Successful Sales Romance." Again Katy was the key figure, with the kitchen retailer attempting to plan and close a successful sale.

The Approach. In the approach, dealers were told that direct mail, newspaper, radio and TV and outdoor posters were four advantageous ways to get next to Katy.

To back this up, a five-step sales plan was offered. First, measure up and plan the kitchen during the day when Katy is at home. Then present the plan, and a price, to Katy and her husband. Third, ask for the order. Fourth, get the order and leave. Don't do a lot of talking after getting the okay. Fifth, install the kitchen, when promised.

Three members of Republic's dealer development team will be on the road constantly, giving the same presentation in distributor's showrooms for dealers throughout the country.

"SCRATCH-PROOF" porcelain enamel makes appliances more salable ...



There is no finish as **SCRATCH-PROOF**
as **PORCELAIN ENAMEL!**



THIS LABEL identifies genuine Porcelain Enamel surfaces on appliances and other products.

The glass-hard, fused surface of Porcelain Enamel defies the kitchen knife, or the rough abrasive bottom of a heavy cast iron skillet or other kitchen utensil. Porcelain Enamel is the most "scratch-proof" of all the materials used for appliance finishes.

This fact makes an effective sales point, because your customers want household equipment that doesn't quickly become worn and old-looking. You can assure them that Porcelain Enamel—white or in color—retains its original beauty and sparkling luster for life!

Permanently

**HEAT-PROOF
STAIN-PROOF
RUST-PROOF too!**

The completely inorganic, fused, rock-like character of Porcelain Enamel accounts for its unequalled ability to resist fire, acids, rusting, fading, yellowing or other evidences of service and age. Truly Porcelain Enamel is the LIFETIME FINISH, most desired by your customers!

This message sponsored by the Frit Division of the

PORCELAIN ENAMEL INSTITUTE, INC.

Associations Building, 1145 Nineteenth St., N.W. Washington 6, D.C.

PORCELAIN ENAMEL INSTITUTE, INC.
Associations Building, 1145 Nineteenth St., N.W., Washington 6, D.C.
(Check items desired)

Please send me information about:

- ☐ Demonstration Kit
☐ Slide Film

Please send me a free copy of:

- ☐ "Selling Facts about Porcelain Enamel"
☐ "Prove for Yourself..." Booklet

Name _____

Company _____

Address _____



PRESS INFORMATION KITS distributed to local electric utilities and a special four-page **LIVE BETTER... ELECTRICALLY** newspaper supplement released to 11,000 daily and weekly newspapers are important elements in an October retail push in the campaign to promote electrical living.

LBE Plugs In

National campaign planned for October to include newspaper, consumer magazine, television publicity; large ad schedule in trade press set

Advertising and promotional activities of the nationwide **LIVE BETTER... ELECTRICALLY** long-range market development program will be concentrated in the key month of October to spur fall season retail sales and to stimulate demand for every kind of electrical product in the home.

Featuring national advertising and promotion, the October drive will be spearheaded on the local

A feature of the **LIVE BETTER... ELECTRICALLY** October push to boost fall season retail sales is a special offer of LBE merchandise hang tags available to dealers free of charge in quantities of fifty.

The tags will be available in two sizes—3 inches and 6 inches—and are colored red. The LBE symbol will be on one side of each tag with a blank area for prices on the other. Dealers will receive 25 tags of each size, making a total of 50.

Tags may be obtained by directing requests to Box 505, Great Neck, N. Y.

level by over 300 electric utilities.

In addition to the heavy program of consumer advertising and publicity, a promotional drive aimed at every segment of the electrical industry has been put into action. The drive is aimed at stimulating intensive retail interest in using the **LIVE BETTER... ELECTRICALLY** theme as a sales builder for

all types of products in the residential electrical market.

Combined Activities. The fall campaign combines the activities of more than 2,600 electric distributors, 1,000 electric power suppliers, 75 electrical manufacturers plus their suppliers, 27 trade associations, and 18,000 lending institutions.

The full story of the campaign will be told in ads in major retailing publications. In addition, a **LIVE BETTER... ELECTRICALLY** "Kitchen" ad is scheduled for the Oct. 13 issue of the *Saturday Evening Post*, the Oct. 22 issue of *Life*, and the October issues of *Good Housekeeping* and *House Beautiful*.

The "New Step by Step Ideas to Help You **LIVE BETTER... ELECTRICALLY**" booklet, a 72-page idea book for consumers, will be attached to the front cover of *House Beautiful* in a distribution of 420,000 October news-stand copies.

TV Commercials. **LIVE BETTER... ELECTRICALLY** commercials will be heard on television through the General Electric Theater on a 155-station CBS network on Oct. 21. In addition, Westinghouse Electric Corp. will spur the campaign with commercials on Studio One and on their political conventions and national election programs.

A special four-page newspaper supplement has been released to 1,890 daily and 9,381 weekly newspapers.

SCHEDULED MEETINGS

AUDIORAMA & DIAMOND JUBILEE OF THE RECORD INDUSTRY

N. Y. Coliseum
New York City
Sept. 7-16

NATIONAL ALLIANCE OF TELEVISION & ELECTRONIC SERVICE ASSOCIATIONS

Annual Convention
Chicago, Ill.
Sept. 14-16

AUDIO ENGINEERING SOCIETY

Annual Meeting
N. Y. Trade Show Bldg.
New York City
Sept. 26-29

INSTITUTE OF HIGH FIDELITY MFRS.

New York High Fidelity Show
N. Y. Trade Show Bldg.
New York City
Sept. 27-30

CANADIAN I.R.E. CONVENTION

Canadian National Exhibition
Toronto, Ont.
Oct. 1-3

NATIONAL ELECTRONICS CONFERENCE

12th Annual Conference
Hotel Sherman
Chicago, Ill.
Oct. 1-3

EDISON ELECTRIC INSTITUTE

Area Development Committee
Hotel Radisson
Minneapolis, Minn.
Oct. 3-5

CANADIAN ELECTRICAL MFRS. ASSN.

12th Annual Meeting
Sheraton Brock Hotel
Niagara Falls, Ont.
Oct. 3-5

INTERNATIONAL ASSN. OF ELECTRICAL LEAGUES

1956 Conference
Sheraton-Cadillac Hotel
Detroit, Mich.
Oct. 3-6

AIR CONDITIONING & REFRIGERATION INSTITUTE

Board of Directors Meeting
Grand Hotel, Pt. Clear, Ala.
Oct. 22-23

AIR CONDITIONING & REFRIGERATION INSTITUTE

Product-Section Meetings
New Orleans, La.
Oct. 24-26

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

Board of Governors' Fall Meeting
Grand Hotel, Pt. Clear, Ala.
Oct. 28-31

AMERICAN HOME LAUNDRY MFRS. ASSN.

10th National Home Laundry Conference
Conrad Hilton Hotel, Chicago
Nov. 1-2

1956 HIGH FIDELITY SHOW

Palmer House
Chicago, Ill.
Nov. 2-5

NATIONAL ELECTRICAL MFRS. ASSN.

Annual Meeting
Traymore Hotel, Atlantic City, N. J.
Nov. 12-16

NATIONAL WARM AIR HEATING & AIR CONDITIONING ASSN.

Committee Meetings & Annual Convention
Netherland Plaza Hotel
Cincinnati, Ohio
Nov. 27-30

Governor Plugs Out

It is reported from Louisville, Ky., that Gov. A. B. Chandler was ordered to vacate the Governor's Executive Mansion as of Aug. 1. The building is alleged to be in dangerous condition due to overloaded circuits and hot wires.

Orders were from Dr. James W. Martin, State Finance Commissioner, who is also custodian of the governor's mansion.

Chandler, for the next several weeks, will live at his own home at nearby Versailles, Ky.

The old wiring in the governor's mansion, installed in 1910, is now said to be carrying about 500 percent more electricity than the system was originally designed to handle. This is in violation of all Kentucky laws and electrical codes.

Ben C. Ingels, of Proctor and Ingles, consulting engineers in Lexington, Ky., held that the wiring was in critical condition and dangerous. A mansion worker remarked that he had been buying replacement fuses by the bushel.

New General Electric Transistor Pocket Radio ends battery replacement



Ready now to boost Fall sales!



New General Electric Transistor Radio actually plays on rechargeable batteries...virtually ends the annoyance and expense of battery changing forever! Complete with carry case, batteries and recharging unit, **\$64.95***

Gift sales will soar with this new, rechargeable G-E Transistor Radio that's always ready to go. Pocket-sized...a lightweight at 20 ounces...

its power, tone and range are amazing. Two jewelry finishes in enduring aluminum. The year's smartest gift. Model P-715. Radio alone, **\$49.95***

THE new rechargeable G-E Transistor Radio spearheads the fastest-selling line of radios in the industry! You cover every prospect with new table models, sensational Portables with unbreakable cases, Clock-Radios, the incomparable Musaphonic series and a whole new line of Transistor radios! Choice of colors at no extra cost. Complete advertising support too. Powerful full-color ads in national magazines, and Sunday Supplements. Big Network TV shows. Call your G-E Radio Distributor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

BUILD TRAFFIC WITH THIS NEW G-E FULL LINE DISPLAY



FITS AGAINST WALL

Takes up no room at all, yet gets the radios out in full sight.



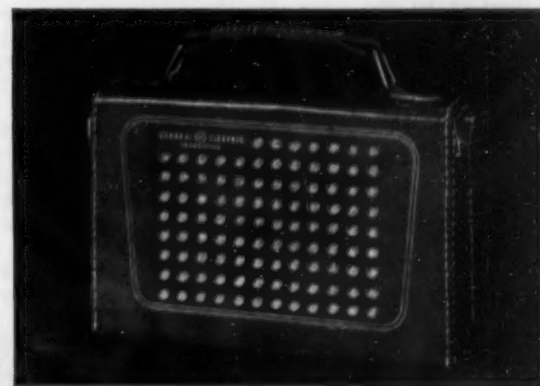
AN ISLAND DISPLAY

Out in the open where traffic can move around it easily.



AROUND A POST

Make that awkward space around a post a G-E Display.



NEW LEATHER-CASE G-E TRANSISTOR PORTABLE

Model P-720. Striking new G-E Portable with 6 transistors. Finished in genuine leather with a leather handle. 400 hours of normal use on regular flashlight batteries. Ferra-Power antenna. **\$59.95***. Earphone accessory.

*Manufacturer's recommended retail or Fair Trade price. Includes 90-day written warranty—even on labor. Batteries and accessories extra. Prices slightly higher West and South.

Progress Is Our Most Important Product

GENERAL ELECTRIC

Sales Plans, Gimmicks

Appliance promotions range from key chains to African safaris, reach from manufacturer to dealer levels, as fall selling season starts

As the fall selling season advances, the appliance industry is again witnessing countless merchandising deals and promotions planned to serve as an incentive to sell. Such promotions are staged on the manufacturer, distributor, and dealer levels and are as linked with the industry as butter is to bread.

Many organizations are stretching for bigger and better promotions while countless others adhere to the standard formulas that have stood the test of time. But all have one aim, and that is to sell. Apparently they do.

Transistor key chains for distribution at open houses and other promotional activities are a new premium item introduced by Motorola, Inc.

Cory Corp. will make 12 different merchandise deals for consumer product distributors and dealers available to spearhead fall and winter sales activity.

Landers, Frary & Clark announces a copyrighted Christmas merchandising plan for its Universal Electric Housewares that features a national consumer and dealer contest with 901 prizes, including 1957 model Chevrolets, automatic washers, console television sets, vacuum cleaners, radios, and more than 600 other prizes.

A new dealer sales flip chart entitled "An Air Conditioner for Every Cooling Need" has been announced by the refrigeration department, Hotpoint Co.

A 24-page booklet, designed by the Home Laundry department, Hotpoint Co., is entitled "Confidential Hotpoint Analysis of Automatic Washers and Dryers." The book depicts the performance of the company's washers and dryers in comparison to leading competitive models.

A new high total of 21 consumer magazines, with a combined circulation of over 45 million, will be used this fall by the Regina Corp., Rahway, N. J., to advertise the Regina Twin-Brush Polisher and Scrubber and the Regina Elektrik-broom—the biggest advertising campaign in company history.

A jumbo zoo, consisting of four large stuffed toy animals in realistic colors, will be given free with every purchase of a 21-inch Admiral black-and-white television set or any of the company's major appliances during a jumbo zoo promotion.

Admiral will also offer eight safaris in Africa as grand prizes in a \$250,000 contest for distributor

and branch sales personnel.

Admiral is also using an intensive national advertising campaign in all major media to promote the company's new television, radio, phonograph, and appliance lines.

"The biggest and strongest campaign we have ever scheduled in our history" will be launched by Crosley and Bendix home appliances divisions, Avco Mfg. Co., backing up fall introduction of 1957 Crosley television and Bendix home laundry lines.

Norge has launched a "Guided Missile" program to get range sales off the ground during the summer months.

Plugging Appliances

For the second consecutive year, Arkansas Power & Light Co. has won an Award of Merit from the Research Institute of America.

The award, which recognizes the power company's "effective contributions to the development of executive skills," was accepted by AP & L president R. E. Ritchie. Company vice president W. M. Shepherd received an engraved medal.

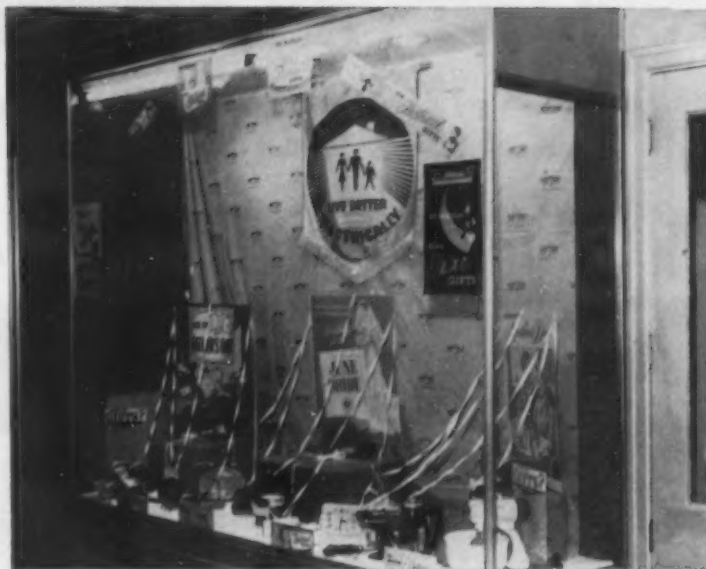
This year's award cites the effectiveness of a particular phase of the company's sales program, which is directed by Shepherd. This activity is one in which company employees actively promote the increased use of electric service.

AP & L does not sell electric appliances, but its business growth depends on the increased sale and use of these appliances. The company has actively promoted a program of urging employees to secure prospects for electric appliances, fill-out a "prospect card" and turn it in to their supervisors. The prospect cards are turned over to electric appliance dealers.

IEC Munich Meet

Seven hundred delegates, representing the electrical industry of the world, concluded their ten-day deliberations on international electrical standards on July 6 in Munich, Germany.

Seven new recommendations of the International Electrotechnical Commission, the world's standardizing body in the electrical field, were authorized for publication by the organization in the interest of promoting international trade.



APPLIANCE DIVISION WINNER in Electric Housewares Section's Window Display Contest, sponsored by NEMA, was this presentation by Fred A. Schmidt, St. Louis.

Window Display Winners

NEMA's Electric Housewares Section announces winners of sixth annual Window Display Contest; chairman Alfred praises results

Winners of the 1956 annual Window Display Contest sponsored by the Electric Housewares Section of the National Electrical Manufacturers Assn. are Fred A. Schmidt, St. Louis, Mo., in the appliance division; Bressler's Hardware, Inc., St. Albans, N. Y., in the hardware division; Barr's Jewelers, Philadelphia, Pa., in the jewelry division; the Edward Wren Store, Springfield, Ohio, in the department store division; and Ohio Edison Co., Springfield, Ohio, in the light and power company classification.

"This year," according to D. L. Alfred, chairman of the NEMA Electric Housewares Section, "we have noticed the most widespread interest. We had anticipated a certain amount of this, but this, the sixth year of the contest, has produced the most gratifying results ever."

"The most important result of the contest," Alfred continued, "has been to offer the contestants an extra incentive and special rallying point for their electric housewares promotions geared to the sale of these items as gifts for all possible gift-giving occasions. It was activities such as these which helped the industry achieve its billion dollar sales goal in 1955 and we are confident that the volume for 1956 will be at least that much and very possibly much more."

Judging of the contest was made by a panel of distinguished judges

from the publication field and was based on the photos of window displays sent in by the contestants from all over the country.

Key Market Data

How business men can use the new census figures to concentrate selling efforts in key industrial markets is the theme of a special analysis made by Thomas Kenny, marketing editor, in the August issue of Dun's Review and Modern Industry. The results of the analysis are presented in a guide to 90 key industrial markets.

Since the last U. S. Census of Manufacturers, the added dollar value of manufactured products has increased 56 percent, and the number of industrial plants has increased 20 percent. These rises have led to a number of shifts and changes in key marketing areas. Dun's Review and Modern Industry has grouped preliminary census figures in practical selling territories, in contrast to the raw data by city and county.

The purpose of the industrial market analysis is to make it easier for business executives to compare current sales with market potential; prepare realistic sales forecasts for 1957; revise or improve present sales territories; and discover growing new markets for product distribution.

"One-half of our store profits come from REVCO Sales!"

Stated Mr. L. M. Horne of Clinton Appliance and Tire Co. in Clinton, N. C.

"Our customers are large rural families, and therefore, need the larger storage capacity offered by Revco Big Chest Freezers." Mr. Horne continued, "We can easily show our customers with the demonstration kit why Revco gives the 'Fastest Freezing Action' known. Revco's all-aluminum tubing bonded to the lining of the freezer aids greatly in selling Revco's quality. Our Revco sales are running 100% ahead of last year, and we feel that Revco Chest Freezers will account for nearly 50% of our business this year."



"Our first year selling Revco and already it's 20% of our total business" according to Mr. Hazel Privette of Baxley's Appliances Inc., Lancaster, S. C. "Although we have only handled the Revco Big Chest Freezer for a year, we have found that it is accounting for nearly 20% of our store's volume." Mr. Privette said, "Our customers need larger storage area than most families and the 26 cubic foot Revco is just right. We have many customers who were so well pleased with their Revco Big Chest Freezer that they sent their friends in to see a demonstration—in other words, one Revco sells another. Revco's exclusive proof of the 'Fastest Freezing Action' known has sold as many freezers as any other single promotion piece we have had."



"Revco sales increased one-third this year" says Mr. Chet Robinson of Robinson Electric Service in New Paris, Ind. "Revco offers my customers the largest selection of Big Chest Freezers. Our large one-third increase is due to the great demand we have for the larger Revco Chest Freezer. The Revco Big Chests provide our customers with the most for their money plus providing the 'Fastest Freezing Action' known. Revco's low cost of operation and three warranties have closed many freezer sales. We enjoy selling Revco quality products."

Only REVCO chest freezers have all these selling advantages

- 1 Revco has a complete line of large chest freezers in different price ranges.
- 2 Revco can prove the lower cost per cubic foot.
- 3 Revco can prove (with a startling customer demonstration) the "Fastest Freezing Action" in the industry.
- 4 Revco has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

mail this coupon
today!

Revco

SPECIALISTS IN REFRIGERATION



Revco Trend-Setting Products



REVCO's convincing demonstration—Lecil Henderson, Revco District Manager, using the convincing Revco consumer demonstration proving (1) Revco "Fastest Freezing Action"; (2) Flavor-Saving food preservation; (3) Lower operating costs.

Please send me facts on how to Sell Freezers at a Profit

REVCO INC.
Deerfield, Michigan

Please send the full story on the Revco large Chest Freezer program. Prove to me . . . without a doubt . . . that Revco and only Revco has a freezer line I can't afford to be without.

Name _____

Firm Name _____

Address _____

City _____ State _____



STEVE ALLEN becomes acquainted with Crosley and Bendix home laundry appliances, pending his new television show for NBC, which will be sponsored in part by Crosley and Bendix. W. A. MacDonough, director of advertising for the company, explains highlights of the products.

Motorola Boosts Trade-Up

Program launched to win market created by obsolescence, as Motorola contends that potential trade-in market has reached 18 million sets

Motorola, Inc., is launching a trade-up program for retailers of its line in order to capture as much of the fall market as possible.

Basing plans on four facts about the existing market, Motorola is supporting its program with several dealer supports. The four facts stressed by Motorola are:

- 1) Almost 50 percent of 1955 new set sales were replacements, according to *Television Digest*.
- 2) TV owners tend to think of replacing their sets when they need a new picture tube, according to *Television Factbook*.
- 3) Some 3,533,000 TV sets are now seven to eight years old, with a short life expectancy from here on.
- 4) Some 14,810,000, or 45 percent, are four to six years old.

Motorola plans advertising that will draw attention to today's new styling and features. In retail stores, shoppers will find a trading center in which features are emphasized, literature is dispensed, and sets are demonstrated.

The Trading Center Program is a proposition in which the wholesaler and dealer collaborate.

To sustain activity at the TV Trading Center, there is a trade-in program with generous allowances on used receivers. The program is supported by a Trade-In Manual, window banners, local newspaper

ads, radio spots, appraisal forms, control forms, price tags, reconditioned TV warranty cards, and TV line folders.

A signed agreement provides for distributors to furnish display material and to provide sales training among store personnel, and merchandising material. The dealer agrees to display a minimum quantity of Motorola products on his floor, to keep the displayed products in working order, to have personnel attend training sessions, and to make use of the merchandising materials.

As a traffic builder, there is a kit enabling the dealer to stage a Motorola TV Hospitality Week. In the kit are invitational ad mats, news releases, a special display window trim, and a take-home set of TV-hostess food trays worth \$3.98 retail, offered shoppers at a fraction of the value.

New Firm Formed

The forming of Blumenschein and Schoner, a manufacturers representatives partnership, was announced recently by Eugene C. Blumenschein and Stanley R. Schoner, both formerly of Nesco.

Music in the Morning . . .

. . . is the key to a giant four-industry Telechron timer promotion slated for November; "Wake to Music" idea slanted to sell clock-radios

November is "Wake to Music Month." This will be proclaimed through magazine advertising and messages on the radio. In addition, the public will be reminded of this fact in store windows everywhere.

The pleasure of "waking to music" will be brought to the attention of virtually everyone in the United States during the month of November. Thirty-four top recording stars are joining with record manufacturers, broadcasting stations, and radio set manufacturers in a mammoth promotion designed to sell the idea of using a clock radio to "wake to music."

The promotion was conceived and is spearheaded by Telechron timers. It is the clock-timer that automatically turns on the clock-radio at the desired time and Telechron supplies timers to most of the leading set manufacturers in the radio industry.

Record Companies, Capitol, Columbia, and RCA-Victor Records are all backing this gigantic promotion. These companies feel that the more people hear the latest discs when they "wake to music," the more records will be sold.

Radio broadcasters are naturally enthusiastic about the promotion. Radio stations across the country will boost the theme of "waking to music."

Prominent ads boosting the campaign will appear in *Life* and *Saturday Evening Post*. In addition, stores everywhere are expected to cooperate with window displays.

Manufacturers of clock-radios are sending out carloads of "Wake to Music" display material for windows, counters and walls. This ma-



"WAKE TO MUSIC MONTH" in November is planned by Telechron timers to spur the sale of clock-radios throughout the nation.

terial will tie in with the magazine advertising by using pictures of the 34 singing stars boosting the campaign.

Four distinct industries (entertainment, broadcasting, recording, and manufacturing) thus rally behind a single promotional idea.

Leading retail merchants predict that, on the strength of this promotion, clock-radio sales this fall may forge as much as 50 percent ahead of the best previous pre-Christmas month they've ever had.

Broadcasting executives believe that the long-range effect of the growth of the clock-radio will be a corresponding increase in morning radio listeners. Recording companies hope that the campaign will highlight the importance and popularity of records and recording stars. In short, a four-industry boost is in the offing.

"Operation Snowflake"

U. S. Steel promotion seeks to stimulate sales of major appliances during 1956 Christmas selling season; radio-TV-newspaper push planned

United States Steel will launch a seven-week promotion starting Nov. 5 to stimulate sales of major appliances during the Christmas shopping season.

The promotion, termed "Operation Snowflake," will be through the media of radio, television, and newspapers. Direct mail to retailers, distributors, manufacturers, banks, utilities, U. S. Steel Hour network TV stations, radio stations, and

newspapers will inform people of "Snowflake" and how to tie in with it.

U. S. Steel will sponsor spot commercials for the first time. Two thousand commercials, reaching 85 percent of America's listening audience, will say, "Make it a White Christmas . . . Give her a major appliance." The same message will be heard six times on the U. S. Steel Hour seen by 25 million view-

ers across the nation.

Newspaper Ads. Thousand-line ads in more than 300 newspapers with a circulation of 30 million will penetrate all markets reached by the Steel Hour network.

Promotional packages and open-end commercials will be provided to newspapers and radio stations for

use in the campaign. With these aids, local newspapers and radio stations can help build local appliance sales.

Local dealers are urged to make "Snowflake" work for them by using the symbol and slogan with their brand names to gain the most advantage from the promotion.

National Television Week

Industry-wide promotion to be handled by RETMA, NARTB, NARDA, and Television Advertising Bureau; plans include campaign on national, local levels

National Television Week has been set for Sept. 23-29. Sales promotion plans have been set for the industry-wide observance.

The promotion is under the joint sponsorship of the Radio-Electronics-Television Manufacturers Assn., the National Assn. of Radio and Television Broadcasters, the National Appliance and Radio-TV Dealers Assn., and the Television Advertising Bureau.

"National Television Week—Celebrating the Finest Home Entertainment in Sight" has been adopted as the slogan for the campaign.

RETMA's public relations and advertising committee is directing the participation of the association. Julius Haber, Radio Corp. of America, is chairman. Publicity is being directed by a subcommittee with Allen Center, Motorola, Inc., as chairman.

Broadcasters Cooperate. The na-

tion's broadcasters, including the networks, through NARTB, are planning an all-out drive for the week. Over 200 trade associations and major civic, fraternal, and social organizations have been asked for assistance. NARTB also is furnishing all broadcasters with a kit containing stories, proclamations, ideas, and tie-ins for programs.

NARDA is to spearhead promotion at the local level. A NARDA kit will contain suggested material for functions to be used by local chairmen. To assist NARDA's campaign on the local level, RETMA's publicity subcommittee has prepared a series of industry stories on television for inclusion in manufacturers' kits for dealers and distributors. The stories will be designed for local publication to acquaint the public with new features and technical advances in TV receivers, according to RETMA officials.

White Sox Clean Up



CHICAGO WHITE SOX players Jim Rivera and Nellie Fox use their new Norge automatic washer in the Comiskey Park locker room, keeping White Sox socks white the modern electrical way.

Mr. Dealer
LET US TELL YOU ABOUT
One Minute's New
FACTORY TO DEALER
PROFIT OPPORTUNITY

**4 PROVED SALES-MAKER
COMPETITIVELY PRICED
SUPERIOR QUALITY
WRINGER WASHERS**



Deliveries direct
from factory.

Complete factory
responsibility for
ALL service and
parts.



Plus

**A COMPLETE LINE OF FULLY AUTOMATIC
WASHERS WITH MATCHING DRYERS**

Write, Wire or Phone Les Green, Sales Mgr.
Some Distributor Territories Open

ONE MINUTE WASHER CO.
KELLOGG, IOWA
APPLIANCE CRAFTSMEN SINCE 1898

Monkeying Around



MONKEY BUSINESS symbolizes the penalty for low store in sales during one of the weeks of Price's, Inc., 60-day summer "Trade-O-Rama" in Norfolk, Va. Harry B. Price, president of the appliance organization, is literally handing the monkey to store manager Myron Etheridge. The promotion resulted in sales of 1,055 Kelvinator appliances during June and July.

Terms for the Layman

New HOUSEPOWER Rating Sheet enables home owners to determine capacity, needs of electrical wiring in order to keep pace with appliance installation

The National Adequate Wiring Bureau has issued a HOUSEPOWER Rating Sheet to aid homeowners in determining the adequacy of their wiring systems. By obtaining a "HOUSEPOWER Rating," it is possible to determine at a glance exactly what electrical equipment can be used immediately and what can be connected with minor wiring extensions.

A HOUSEPOWER Rating also provides the home owner with a clear picture of what to expect electrically from the home's wiring system after it has been modernized. Signed by the electrical contractor who has done the work, it becomes the owner's official record that the work done will provide adequate power.

Many home owners are confused by technical terms used in wiring. By interpreting these technicalities in terms of end use, the sheet creates a common ground for understanding between the home-maker and electrical contractor or wiring advisor. If the home owner so desires, a detailed technical specification can be attached to the HOUSEPOWER Rating.

Among the advantages of the sheet, in addition to aiding the homemaker, is the ease with which a modernization job can be sold

HOUSEPOWER Rating Sheet aids home owners in determining wiring adequacy in layman's terms.

when benefits can be quickly demonstrated to the customer. It also reassures customers as to the ability of their home wiring systems to accommodate additional electrical equipment.

According to National Adequate Wiring Bureau officials, the sheet should encourage modernization of many wiring systems.

"Shares of America"

Amana to reward sales achievements with stock in United Science Fund; feels that this is a worthwhile prize to spur incentive

Amana Refrigeration, Inc., announces a sales incentive plan called "Shares of America." For 11 weeks, starting Sept. 15, appliance dealers will be eligible to win these "shares" in return for outstanding sales performance on Amana products.

The "shares of America" to be awarded dealers for buying and selling Amana freezers, freezer-plus-refrigerators, and central air conditioners are income-producing stocks in a "blue-chip" mutual fund, the United Science Fund. Each share of this dividend-paying fund currently is valued at about \$12.50 a share.

According to George C. Foerster, executive vice president of Amana, the prizes in the "Own a Share of America" promotion are unique because they are an investment rather than a one-shot reward. "Each month that the dealer owns United Science Fund shares, their value should increase, just as

the real value that is America continues to grow."

Double Value. In the five years since it was organized, the value of each United Science Fund share has doubled. In 1955, each share paid \$.52 in dividends and other distributions.

The promotion was organized in cooperation with Waddell & Reed, of Kansas City and New York, the fund's principal underwriter, to provide a sales incentive with worthwhile prizes, it was explained.

It was also explained that these rewards are truly "shares of America" because the United Science Fund is composed of holdings in more than 90 corporations in nine major growth industries. All are companies which invest considerably in scientific research.

During the promotion, Amana's new blue and yellow clock sign is being offered to dealers at more than 30 percent less than the regular price.

17 Million Prospects

Despite record sales in recent years, vacuum cleaners are in only 30 million of the 47 million wired homes in the United States, Walter J. Daily, vice president of the Lewyt Corp. told district managers recently in the company's Long Island City offices.

In terms of volume sales for the fall season, Daily said that the 17 million wired homes, without cleaners, offer a golden opportunity to everyone in the business.

"The sales picture will get bigger and bigger as more and more homes are wired," Daily said. "Campaigns like 'Live Better Electrically' and 'Housepower' are helping to increase the number of wired homes. And every newly-wired home is a potential user of a cleaner."

Daily said that saturation of vacuum cleaners today is 64.3 percent, compared to less than 50 percent nine years ago.

Dryer Potential

More than 2,250,000 automatic gas and electric clothes dryers will be sold within the next 12 months as the home appliance enters its "golden era," according to an industry executive.

Harold Bull, director of distribution, Norge Division, Borg-Warner

Corp., told a distributor conference last month that 10,300,000 dryers will be sold by 1960, when dryers will reach 29.2 saturation mark.

"As far as dealers are concerned, the dryer is an easy appliance to sell and the dealer does not have to handle a trade-in either," Bull said.

Explains ohi



JAMES E. HOFFER, recently appointed local level manager for Operation Home Improvement's nationwide campaign, addresses a group of participating manufacturers in New York City. As a part of the national ohi task force, Hoffer will work closely with local chairmen, gathering information which will be collated and disseminated through Chambers of Commerce in an effort to interest more cities in ohi.

Sightly Tables



PERSONAL TV is available for guests at New York City's Colony Restaurant, where 50 Admiral personal portable TV receivers have been placed on tables and at the bar. Installed in time for the presidential nominations, they will be on hand for other major national events so that Colony patrons will remain on top of the world situation.

Prosperity Reported

Contrary to some widely-publicized statements, small business in this country is doing quite well, according to the Chamber of Commerce of the United States.

The statement is based on the Federal Trade Commission-Securities and Exchange Commission quarterly report for manufacturing corporations.

The report shows that in the last year corporations with assets of less than \$250,000 have shown the greatest increase in profit margins of all classes. Profit margins for this group were 57.1 percent higher than 1954 levels. This compares with an average increase for manufacturing corporations of all sizes of 20 percent. Also, profits per dollar of sales for corporations from \$250,000 to \$1,000,000 in assets have risen faster than the average for all corporations (though not as fast as the profits for the smallest group).

NYU Courses Open

Ten electronics courses will be offered during the 1956 fall semester at New York University's division of general education, Dean Paul A. McGhee has announced.

The courses, part of the division's program of technical studies, will be taught during the evening hours by instructors drawn from the executive ranks of industry and engineering. Special certificates are awarded to students who complete satisfactorily at least four of the electronics courses.

Enrolled in the classes will be electricians, radio operators, electrical draftsmen, television technicians, engineers, maintenance personnel, and others interested in industrial electronics.

ATTENTION!!

Distributors and Dealers—

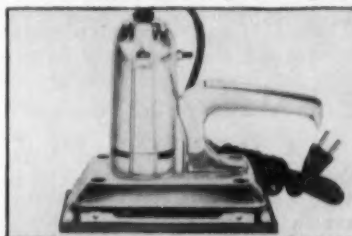
The price is low—the profits fat—and the promotion is powerful—on these

NEW

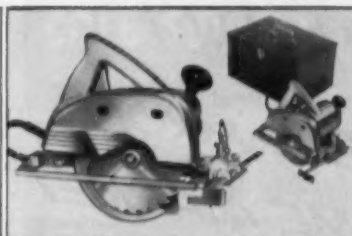
POWER Shopmate TOOLS

FOR FALL AND CHRISTMAS!

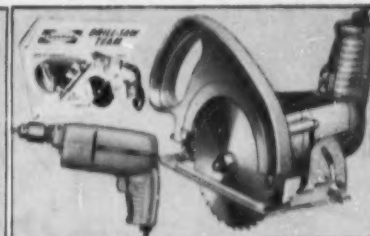
Look 'em over first . . . you've never seen such good tools for such a low price . . . with so many selling features! Then write for complete profit program information.



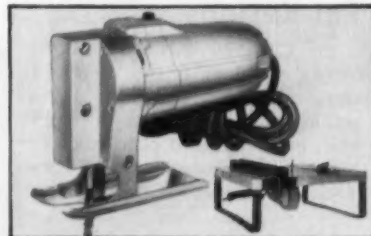
NEW! Model 280 Sander. Retail for \$15.00 Less Than Comparable Sanders! Cast aluminum housing designed to permit perfect feather edging, corner sanding. Universal AC/DC motor operates at 3500 orbits per min. Sanding area 7 1/4" x 3 1/4". Outstanding Low Price . . . \$24.95 list



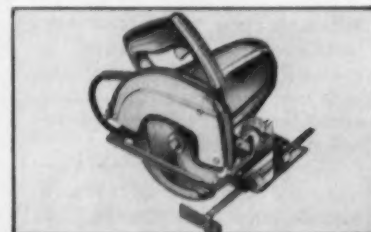
IMPROVED! Model 420 6 1/4" Safety Clutch Saw. Greatest Advance Since Power Saws Were Invented! Automatic Safety Clutch eliminates kick-back, virtually stops motor burnouts . . . increases work-life up to 15 times. Powerful Universal AC/DC motor, 7.0 amps, 4700 rpm's. Lists for only \$48.88. All Steel Saw Case . . . \$7.00



NEW! Model K-1950-76 Drill-Saw Team. Best-Selling Combination! Terrific sales appeal in attractive self-selling package. 4 1/2" saw attachment cuts lumber up to 1 1/2" . . . adjusts from 0° to 45° on angle cuts. Drill has Universal AC/DC 1800 rpm motor with 1.8 amp rating. Lists for only . . . \$25.05



IMPROVED! Model 2050 Jig Saw. Absolutely Vibrationless! Makes its own starting hole . . . cuts everything from metals to leather with three special blades . . . cuts 2 x 4's easily. Motor rated at 1.8 amps; speed, 2650 strokes per min. JST-1 Jig Saw Table available . . . \$9.95 Jig Saw with 3 special blades . . . \$29.95 list



NEW! Model 601 5 1/2" Saw with Tru-Guide. 5 1/2" That Cuts 2 x 4's! Solves problems of overhead work, cutting panels, sheathing, interior trim . . . all sawing up to 1 1/2" deep . . . Cuts a 2 x 4 at 90°. Tru-Guide keeps saw from binding, pinching or jamming. Universal AC/DC Motor . . . 5.0 amp rating. Lists for only . . . \$34.88



IMPROVED! Model K740-15 DRILL-SAW KIT

Powerful Drill With New Features!

35 pc. Kit with 1/4", 2.0 amp Drill, featuring the new, powerful 740 gear-type chuck. Exclusive new all steel chest with swing-out Cantilever Tray. Complete Kit contains:

Total
35
Pieces

- | | | | |
|---|--------------------------------------|---|---------------------------------------|
| 1 1/4" Drill, gear-chuck, mirror finish | 1 7-pc. Drill Bit Set (1/16 to 1/4") | 1 12-pc. Sanding Disc Set (ass't'd grits) | 1 Auxiliary Handle |
| 1 2P-1M Drill Saw attachment, mirror finish | 1 Lamb's Wool Polishing Bonnet | 1 Paint Mixer | 1 6-pc. Adapter Set |
| 1 Horizontal Drill Stand | 1 Rubber Pad | 1 Buffing Disc | 1 All Steel Case with Cantilever Tray |
| | | 1 Grinding Wheel | Lists for only \$32.89 |

Mail for
full details
TODAY!

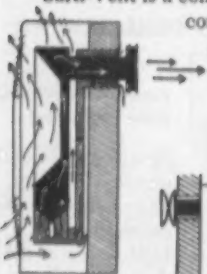
mail to: **GEORGE WEATHERBY, Sales Manager** EM-56
PORTABLE ELECTRIC TOOLS, INC.
 320 West 83rd Street, Chicago 20, Illinois
 Please send me full information about the terrific new and improved Shopmate Tools, and the powerfully promoted Fall-Christmas profit program.

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 FIRM NAME _____
 ADDRESS _____
 CITY _____ STATE _____



RIDE WITH SAFTI-VENT —TO A NEW BIG PROFIT —BIG VOLUME MARKET

Here's your chance to share in the big heating profits from home modernization and improvement. Now you can do it without installation problems and with a practically non-competitive product! Safti-Vent is a completely different automatic, thermostatically controlled heating unit. It costs little more than the best space heaters . . . and it does the same job as most recessed wall units, at far less cost.



SAFER The combustion chamber is sealed for safety. Gas can't leak into the room. Room air is always fresh. Air for combustion is drawn in from outside. Gases from combustion chamber are vented outside.

EASIER TO INSTALL

Safti-Vent does away with recessing, chimneys and expensive labor. Just cut an 8" hole, attach the gas line and Safti-Vent is installed. It operates on any gas — natural, mixed, manufactured or propane.

SMARTLY STYLED

Compact, modern Safti-Vent heaters will fit into the decor of any home.

WRITE FOR NEW LOW PRICES!



PEOPLE

Chicago Editor



KEN WARNER, new Chicago editor for **ELECTRICAL MERCHANDISING**, was raised in the appliance business. His father heads the Parkside Sewing Machine Appliance Co. in Chicago. Warner has worked for three years on Building Supply News, a merchandising book for lumber and material dealers. He has also worked for United Press. A graduate of Northern Illinois State College, De Kalb, Warner served in the U. S. Signal Corps as an Army photographer during 1951-52.

E. J. Molloy

E. J. Molloy, of the Erwin Wasey Co., Chicago, passed away Aug. 9 of a heart attack. Molloy was an account executive for the Toastmaster Products account. He had formerly worked as housewares manager for A. C. Gilbert Co.

Pitt Resigns

Dr. Courtney Pitt has resigned as vice president, finance, and as a director of the Philco Corp. He is retiring from the company after 15 years of service. Pitt plans to enter economic and investment advisory work.

TV Blue Book

The 1957 TV Blue Book is scheduled to be off the press this week.

Almost every brand and model of television ever produced, from small-screen black-and-white to color will be covered. New articles, with new slants on reconditioning, advertising, and selling used sets will also be included.

Single copies can be purchased from the publisher at \$5 each. Manufacturers, distributors, and utilities may contact the National Appliance Trade-In Guide Co., 2105 Sherman Ave., Madison, Wisc., for quantity prices.

EVERYBODY IS MAKING MONEY WITH THE NEW irish BRAND 'RECORDING TAPE DEPARTMENT'



Just 3 sq. ft. of space gets you \$77.64 clear profit — a full 40% — on every complete turnover . . .

WITH EVERY CUSTOMER PRE-SOLD BY **irish!**

So—get in on the recording tape boom!

Write, wire or phone for the name of your local distributor.

ORRADIO INDUSTRIES, INC. OPELIKA, ALABAMA

MARKETING

"Ask My Wife"

Women have very definite ideas on what they want in white goods, while men express little or no interest in their specific features, according to a survey conducted for the *Ladies' Home Journal*.

A cross-section of suburban husbands and their wives revealed an attitude of "ask my wife."

Eighty-nine percent of the wives questioned named specific features they would look for in a new refrigerator and 82 percent named points they would consider in buying a new washer.

In contrast, only 25 percent of the husbands questioned had any opinion on individual features in refrigerators and a smaller 12 percent on washers.

Women placed heavy emphasis on functional features such as freezer section and automation. Husbands, when they expressed any views at all, tended to stress mechanical or nut-and-bolt features.

In Women's Hands

Women are a factor to be reckoned with as far as radio-TV sales are concerned, according to a recent *Ladies' Home Journal* survey. Winners in a 1955 National Appliance & Radio-TV Dealers Assn. contest were polled in the survey.

Answers indicated that women are easier to "sell up" to console models and women pick out the model in a majority of cases, except in the selection of portable radios.

Answers were as follows: 56 percent felt that women were easier to "sell up" to console models; 34 percent felt that men were; 1 percent felt that there was no difference; 9 percent expressed no opinion.

In the matter of higher-priced TV models, 63 percent reported that women made the choice; 24 percent said the men did; 1 percent claimed the choice was made by both equally, while 12 percent declined to answer.

Women also led in selecting clock radios, table model radios, radio-phonograph consoles, and record players. Men, however, seemed to have the edge in the selection of portable radios.

Executive Course

More than 1000 business executives from several hundred American, Canadian, and foreign companies will try to increase their effectiveness as managers by attending the American Management Assn.'s Executive Action

course this year. The three-week course will be held seven times between now and June at association headquarters at the Sheraton-Astor Hotel in New York City.

In addition to its regular course schedule, the Executive Action course will conduct eighteen skill clinics for instruction and practice in nine different skills of communicating.

The Executive Action Course, a course in individual effectiveness, is designed to give executives the skill and understanding they need to apply management principles and leadership techniques effectively, wisely, and productively. It deals with techniques of decision-making, communicating, motivation, and morale.

Participants in the course come from the top and middle levels of business management. The course is given in three one-week units spread out over a period of a year.

Marketing Briefs

• **Kelvinator Division**, American Motors Corp., reports that major appliance billings through June, for 16 months out of the past 17, have exceeded monthly totals for the same period of the previous year.

• **The Radio Corp. of America** and subsidiaries reports that sales of products and services during the first six months of 1956 amounted to \$526,488,000, exceeding by 8 percent the previous record established in the first half of 1955.

• **Packard-Bell Co.** had a 29 percent increase in sales in the last nine months ending June 30, 1956.

• **The American Home Laundry Mfrs. Assn.** says that factory sales of home laundry appliances for the first six months of 1956 were the greatest of any first six months period in the history of the industry.

• **Amana Refrigeration, Inc.**, established a new sales record in the first six months of 1956.

• **The Vacuum Cleaner Mfrs. Assn.** announces that factory sales of standard-size household vacuum cleaners in the first half of 1956 broke all records for that period and also were greater than those in any entire pre-war year.

• **Sylvania Electric Products, Inc.**, reports that its sales and earnings for the first half and second quarter of this year set new record.

• **Gibson Refrigerator Co.** reports that sales of Gibson window-type air conditioners topped all previous monthly records in July.

• **Motorola, Inc.**, reports a June sales record in portable and car radios, the month apparently the largest in the company's history.

Sell and Install... THE ORIGINAL LAUND-R-VENT BEST BY TEST

Increase Profits This Simple Way!



You can always sell a LAUND-R-VENT when you sell a dryer because LAUND-R-VENT completes the installation; automatically carries lint and moisture to the outside, helps keep laundry room dry and clean. One minute's sales talk, a handsome extra profit... it's as simple as that!

Complete Kits Ready to Install

The all-aluminum LAUND-R-VENT is weather-proof, rust-proof, freeze-proof. Automatic damper prevents down draft. Individually packed, or complete kits in 3" and 4" diameters which include one LAUND-R-VENT, piping, fittings and installation instructions. Choice of flexible ducting or Snap Lock aluminum pipe and ells.

ASK YOUR JOBBER: Most jobbers carry LAUND-R-VENT kits. If your jobber can't supply you, write giving his name. We'll send you prices and literature at once.



Snap Lock aluminum pipe requires no riveting or clinching. Snap it together, it locks itself and is ready for work.

Attractive, silver finish Fiberglas flexible ducting is fire-proof, vermin-proof, washable, durable. Won't rust or corrode. Bends to 1" radius.

COLE-SEWELL

JOBBER IN PRINCIPAL CITIES

ENGINEERING CO.

2288 UNIVERSITY AVENUE
ST. PAUL 14, MINNESOTA

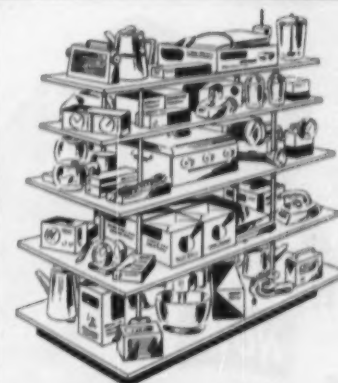
FREE BOOKLET on New PREMIUM STUDY



16 Page Booklet tells you 18 different ways to use PREMIUMS in your business as Self-Liquidators and Traffic Builders that will move more merchandise and increase your sales!

For your FREE copy write to:
"Bud" Shankin, Director of Sales,
Premium Division, Dept. PM

Stetson China Co.
LINCOLN, ILL.



NOW! NEW LOW PRICE on FLEXO-SPACE Self-Service Island

ANNOUNCING our new low prices on FLEXO-SPACE Self-Service Islands. Here is your opportunity to follow the trend of thousands of aggressive merchants and modernize your store with FLEXO-SPACE at a savings of 50% over competitive Islands. FLEXO-SPACE gives you Self-Service, Mass Display and 300% more Selling Space than one flat-type counter. Yes, in only 12½ Sq. Ft. of floor area you get 50 Sq. Ft. of selling space. Raise or lower the shelves every 2" within 15 adjustments. FLEXO-SPACE is a complete Island! Your customers shop on 4 sides from 5 large Self-Service shelves. FLEXO-SPACE has been "Tested and Proved" by thousands of retail merchants. New amazingly low prices on FLEXO-SPACE at almost 50% less than you expect to pay. Write for FREE catalog on FLEXO-SPACE and other Self-Service fixtures. Do it now—Today!

Mfg. Write for special extra low prices.

ADD SALES CO.

802 York St.

Manitowoc, Wis.

STAND-OUT

OPPORTUNITY
to profit with
ONE PRICED

INTERNATIONAL AIR CONDITIONER COVERS

made of Firestone Velon



32 STYLES
TO FIT EVERY
LEADING
MAKE FROM
1/2 to 2 ton
units 1951
to 1956
MODELS

Wherever an air conditioner stands out, there is an opportunity for you to sell a cover Profit with the FIRST, THE FINEST . . . INTERNATIONAL COVERS . . . ALL AT ONE LOW PRICE. Made of long lasting, heavier gauge Firestone Velon. Write for the facts today!

INTERNATIONAL COVERS FOR AIR CONDITIONERS CORP.
532 Broadway, New York 12, New York



NOW
A
COMPLETE
LINE
of

General SLICERS
from \$12.95 to \$99.50!

Only General has all these ten features:

1. Compact
2. Stainless Steel Knife
3. Gravity Feed
4. Slice Thickness Indicator
5. Sharpener
6. Tray Space—A Brand New Feature
7. UL Approved
8. Sturdy Construction
9. Safety Features
10. Sanitary Features

... AND They Sell wherever shown!

Mark up another Sell-National FIRST for the General Slicing Machine Company—FIRST IN THE INDUSTRY to present a line of fine slicers to suit every customer's budget and purpose. Efficient, expertly-crafted Genuine General hand-operated slicing machines priced from \$12.95 to \$99.50. AND THE REVOLUTIONARY MODEL 750 ELECTRIC SLICER FOR THE HOME! Only recently introduced, the demand for General's Model 750 proves it a must electrical appliance for the kitchen of today's busy homes, farms, and ranches. This gravity feed slicer is not merely a hand slicer with motor attached, but is engineered and built as an electric slicer. A real wonder at the amazing price of \$99.50!

Only General offers a complete line of slicing machines—for every home, every purse!

Write for details — Dept. 631

General SLICING MACHINE CO., INC.
WALDEN SINCE 1912 NEW YORK

Business Guide

A new booklet to help prospective businessmen has been published by the Chamber of Commerce of the United States.

The publication is entitled "So You're Going Into Business . . ." and is aimed primarily at the man who plans a small retail establishment.

Citing lack of management know-how and experience as the prime cause of business failures, the booklet's initial function is to cover some of the more important points that need forethought before a man goes into business for himself. These include personal aptitudes and experience, selection of proper location for a new business, estimating costs and the amount of capital needed, and the question of whether to buy, rent, or start from scratch.

The booklet also provides a reference list of organizations and publications helpful to the prospective businessman, and explains how chambers of commerce, trade associations and government agencies can be of assistance.

The booklet is available from the Domestic Distribution Dept. of the Chamber of Commerce of the United States, Washington 6, D. C. (Single copies are free; 2-10 copies 25 cents each; 11-50 copies 15 cents each; 51 or more copies 10 cents each.)

How to Survive in TV

The independent manufacturer will continue to play a big role in the highly-competitive television industry—if he watches production costs and is an aggressive merchandiser.

The status of the independent was described by Joe Friedman, president of Trav-Ler Radio Corp.

Speaking before a meeting of Trav-Ler distributors and dealers at the company's Chicago headquarters, Friedman cited four ways independents can continue to hold their own:

Keep production costs low, keep prices competitive; stay flexible; and give the dealer what he wants.

New EM Section

A special section with New York area news and advertising will be bound into the regular national edition of ELECTRICAL MERCHANDISING, starting with this month's issue of the McGraw-Hill publication.

This supplement, to be known as the Metropolitan, is offered to the appliance radio-TV industry for the first time. Printed on sepia stock, the special section will be included in all issues sent to subscribers in the metropolitan area (New York, New Jersey and Connecticut).

The Coolest Gal



BY FOUR-TENTHS OF A DEGREE, Lois Conway of Chicago took title as Miss Chrysler Airtemp in a contest sponsored by Chrysler Airtemp. Lois' temperature of 98.2 degrees got her a two-week vacation in Hollywood, and a year's job as the coolest gal."

TV Show Plugged

"A new bold approach" in introducing TV lines was called for recently by D. Edward Weston, Jr., general manager of Hotpoint Co.'s television receiver department. "Now is the time for the television industry to hold its own new line preview," he said.

Commenting on what he called the poor attendance in TV display areas at the recent Music Show in New York, Weston said the number of people who attended represented only a very small cross-section of TV retailers in the United States. The majority of buyers are primarily interested in musical goods rather than TV, he said.

Musical instrument manufacturers and radio & TV manufacturers have exhibited at the National Assn. of Music Merchants Show for a number of years. However, according to Weston, it has been apparent in recent years that because of the accelerated growth of TV receiver sales and the industry as a whole, the two products are growing further apart from the standpoint of specific dealer interest.

TV Briefs

• Olympic Radio & Television, Inc., reports that shipments of high fidelity radio-phonographs for the first six months of this year increased 110 percent over the comparable period of 1955.

• Westinghouse Electric Corp.'s television-radio division announces a new publication for the television-radio servicemen of America. The four-page periodical, known as the "Westinghouse Service News," contains service hints, technical briefs, production changes and personnel notes.

NEW POSITIONS



LEONARD GROSS

Philco Corp.—Leonard Gross, formerly sales manager, appliances for Philco Distributors, Philadelphia, has been named sales manager for Philco's radio division.

Amara Refrigeration, Inc.—Robert J. Wigle has been named dealer development manager for the company's Washington, D. C. sales region.



E. A. NASH

Servel, Inc.—E. A. Nash has been appointed sales manager of the home appliance division of Servel. Nash was formerly merchandising manager and director of distribution development.

Sylvania Electric Products, Inc.—Robert C. Harper has been appointed director of Pacific coast sales. Harper will headquarter in the company's San Francisco offices.



ROBERT H. THOMPSON

Packard-Bell Co.—Robert H. Thompson, director of advertising and sales promotion has been appointed sales manager.

Sonora Radio and TV Corp.—Jack Levin has been named assistant sales manager and sales promotion director.



C. F. WORTHINGTON

Whirlpool-Seeger Corp.—Charles A. Reinbolt, Jr., has been named to the new position of general manager for the kitchen division.

Blackstone Corp.—Cline Hodson has been named district manager for the corporation's Buffalo, N. Y. sales region.

Westclox Div., General Time Corp.—Harold T. M. Millikin has been appointed assistant general sales manager for the division.



G. H. MEILINGER



R. R. LYNCH

Westinghouse Electric Corp.—Reorganization of the major appliance division has brought with it the following executive appointments. George H. Meilinger, former sales manager, to be manager of distribution, and W. B. Creech, manager of major accounts. J. R. Clemens has been named manager of the newly created sales planning department, and R. R. Lynch, advertising manager. R. R. Wine has been named merchandise manager, kitchen utilities department



CHARLES A. REINBOLT, JR.

Reinbolt is the former general manager of Tracy Kitchens. C. F. Worthington has been appointed sales manager, refrigerators.

Airtemp Div., Chrysler Corp.—George Sharkey has been named Airtemp west coast assistant regional manager.

Mark Simpson Mfg. Co., Inc.—Warren DeMotte has been appointed advertising manager and director of sales promotion.



W. B. CREECH



J. E. HUGO



J. R. CLEMENS



C. G. DUY

and E. D. Kenna, Jr., to a like title in the range department. In the corporation's portable appliance division, J. E. Hugo, has been named manager of distribution, and C. G. Duy, manager of sales planning. Additional executive appointments in this division include H. D. Kely as manager of the vacuum cleaner department, R. C. Ellsworth, as merchandise manager for vacuum cleaners, and F. P. Walter as merchandise manager of electric bed coverings.



PARKER H. ERICKSON

Murray Corp. of America—Parker H. Erickson has been appointed a vice president of the Murray Corporation. In this position Erickson will have the responsibility for conceiving and developing Murray's and Easy's long range appliance position. In addition he will be in charge of Easy's sales, merchandising and marketing functions.



C. W. MILLSOM, JR.

Perfection Industries Div., Hupp Corp.—Carl W. Millsom, Jr., has been elected vice president of air conditioning, heating and appliance sales. Millsom was formerly vice president of sales for Acme Industries.

Toastmaster Products Div., McGraw Electric Co.—Ronald H. Bryce, Jr., has been named to represent the company in the Atlanta, Ga., territory.



HAL DIETZ

Emerson Radio & Phonograph Corp.—Hal Dietz, former general manager of Emerson-New York has been named vice president in charge of sales for the parent corporation. Michael Kory, whose former post Dietz takes over has been named president of Emerson-New York.

New buyers, new profits
for distributors and their
dealers!

Entry-Sentry — new, economical front-and-back door answer system and home intercom provides added security, comfort and convenience to every home. Ideal for the prosperous do-it-yourself trade. Installation is as easy as wiring a bell — plugs into any AC outlet. Can accommodate 5 remotes: flush wall mount, desk, or outdoor. For baby sitter use too. 49.95 list (complete pkg.)

Entry-Sentry package includes: 1 5-remote master with invisible mounting bracket, 2 weatherproof door remotes, 100' 2-conductor cable, and all necessary hardware.



SELL ENTRY-SENTRY

Intercom systems to the lucrative home improvement market



Write today for catalog ES-111,
and other Fanfare sound products.

FANON ELECTRIC COMPANY, Inc.

Manufacturers of Fanfare Sound Equipment

98 Berriman Street, Brooklyn 8, New York

Midway 7 3400

CANADA: Active Radio & TV Dist., 56 Spadina Ave., Toronto

A Jewel of
MECHANICAL PERFECTION



Exclusive Shavitron Shredder, Umbrella
Slinger, keeps motor dry at all times.
Quiet and vibrationless. Easy to install
easy to sell.

The Profit-Making
WasteMaster
FOOD WASTE DISPOSER

LOCKLEY MACHINE COMPANY
WASTEMASTER DIVISION
NEW CASTLE, PA.

Please send literature on the
easy-to-sell Wastemaster.

Name _____
Address _____
City _____ State _____

**Quick
easy way**

to make pipe connections

FOR WASHERS, DRIERS,
REFRIGERATORS,
AND OTHERS

Model CT—with flared joint
for copper tubing



Model ST—
for pipe connections

SKINNER-SEAL SADDLE TEE—for mak-
ing pipe connections. No pipe cutting or
threading. Only one bolt to tighten.
Quick, easy. Cuts cost. For installing wash-
ers, driers, gas refrigerators, heaters,
etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.
SOUTH BEND 21, INDIANA

NEW POSITIONS



Harold P. Bull



Walter C. Fisher



R. T. Musselwhite

Norge Div., Borg-Warner Corp.—
Harold P. Bull has been named to
the newly created post of vice-
president in charge of distribution.
Walter C. Fisher is the new gen-
eral sales manager. Additional ex-
ecutive appointments include

Robert J. Runge as director of ad-
vertising and sales promotion and
Roy T. Musselwhite as sales man-
ager of ranges and water heaters.
Raymond A. Johnson has been ap-
pointed sales promotion manager
for Norge.



Robert J. Runge



R. A. Johnson



James M. Farrell



Stanton E. Smalling



Todd L. Owens



W. K. Grumbine

York Corporation—Todd L. Owens
has been appointed manager, ad-
vertising and sales promotion, and
James M. Farrell, sales manager
for room air conditioners. Both
men were formerly associated with
the Crosley division of AVCO.

**American Kitchens Div., Avco
Mfg. Corp.**—Stanton E. Smalling,
formerly field sales manager has
been named merchandise manager
—kitchens. W. Klee Grumbine is
named merchandise manager—ap-
pliances.

NEW POSITIONS



R. W. WIETING, JR

Dearborn Stove Co.—Robert W. Wieting, Jr., has been named advertising manager. Prior to joining Dearborn Wieting was associated with R. G. LeTourneau, Inc.

Admiral Corporation—B. H. Melton has been appointed to the newly created post of national sales manager for the corporation's appliance division. Phil G. Kerr is national sales manager for the electronics division, also a newly created post within the corporation. Layneigha Chapman, home economist with Admiral's Houston, Dallas and Oklahoma distributing branches has joined the economics staff at the company's headquarters in Chicago.

Manitowoc Equipment Works—J. Carl Brigrance has been appointed national field sales manager. Brigrance was formerly manager of distribution.

Hamilton Mfg. Co.—Ralph E. Halvorsen has been appointed to the new position of field sales manager. Halvorsen was formerly Minneapolis regional manager.



FRANK W. FONTE

American Motors Corp.—Frank W. Fonte has been appointed sales manager for the corporation's Leonard division.



B. H. BALLARD

National Company—Benjamin H. Ballard, Jr., has been appointed to the post of sales manager for consumer products. Ballard was formerly manager of distributor sales.

Blend-Air Div., Coleman Co., Inc.—Renne G. Rankin has been named field sales manager for the Blend-Air heating and air conditioning division of the company.

Old Razor Graveyard



SCHICK'S "We-Want-a-Million-Old-Razors" promotion featuring \$7.50 toward new electric razors rolled up an all-time sales record as well as this mountain of trade-ins at the Schick plant in Lancaster, Pa.,

Deliveries are SO EASY

with an **EASLOAD**

BALANCES THE LOAD

WHEELS SWING forward to load... backward to balance the load.

SLIDES up stairs, downstairs, in and out of trucks.

One man makes deliveries

YOU CAN SAVE the cost of an extra man because one man and an Easload can handle any appliance easily and safely with its load balancing design and slide runner frame. And your appliance is always protected on the rubber covered Easload frame; it is strapped in place and cinched tight with built-in ratchet cincher. Wheels have 10 x 2.75 cushion tires. Toe plate has two small rubber wheels. Frame is all welded steel. Handles 800 lbs. with ease.

Order yours today on a money-back guarantee of satisfaction... **\$53.50**
F. O. B. Los Angeles

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street, Los Angeles 13, California

EASLOAD APPLIANCE TRUCKS

Distributors and Dealers
Clean up \$ \$ \$

with the
SSS-T!
STEAM
IRON
CLEANER



REMOVES CLOGGING SCALE
The miracle cleaner every
Steam Iron owner wants

- EASY TO USE
- ODORLESS
- WON'T BURN
- NON ACID
- ECONOMICAL
- RECOMMENDED

Full
YEAR
Supply **\$1.00** Retail

Used & Sold in leading appliance service stations from coast to coast.
Order from your jobber or write manufacturer for name of your nearest supplier.

FAST CHEMICAL PRODUCTS Corp.
DEPT. E P.O. BOX 56
EAST STATION, YONKERS, N. Y.

A PERFECT "TIE IN" SALE



COMPLETE PROTECTION
FROM SNOW, RAIN AND DIRT

Dealers are adding profits with a perfect tie in sale... The Burch Air-Con Air Conditioner Cover. A NEW LOW COST, HEAVY DUTY, WATER REPELLENT CUSTOM MADE CANVAS COVER DESIGNED FOR SIMPLE INSTALLATION ON ALL TYPES OF AIR CONDITIONERS. THE SOFT, HARMONIZING GREY COLOR BLENDS WITH MOST HOMES. NOW IS THE TIME... MAKE ADDED PROFITS WITH AIR CON.

PLEASE SEND MODEL LISTS, PRICE LIST AND ORDER BLANKS FOR AIR CON.

NAME
ADDRESS
CITY STATE

BURCH MANUFACTURING COMPANY
CANVAS MANUFACTURERS SINCE 1882
FORT DODGE, IOWA

I profit
three ways
with
DRY-R-X



- Assures me satisfied dryer customers
- Gives me best dollar profit
- Protects my customers from dangerous freeze-ups

Ask your clothes dryer distributor or write direct for prices on vents, pipe, flexible duct and displays. Free literature to help you sell.



DRY-R-X COMPANY 6632 WEST SHORE DRIVE • MINNEAPOLIS 10, MINN.

BURGESS ... Your Best Bet For SALES!

Sales and profits that hop up and stay up are yours with the complete line of Burgess batteries and flashlights. Heavy consumer advertising, a strong family identity, and sparkling new vendors do your selling for you—fast, certain, with profit. There is a Burgess flashlight, battery, penlight, pocket-light for every need, and Burgess line of factory-guaranteed, brightly-styled batteries is known the world over. Burgess is your customer's better buy!

NEW Radar-Lite

A smash success since it was first introduced a year ago, the Radar-Lite is a rugged, practical emergency light at one-third the cost of its heavy-duty ancestor. It has a 40,000 candle-power sealed beam lamp, a flashing red signal that stands up or folds flat, and the newest, most powerful lantern battery Burgess has ever made.

PLUS A COMPLETE LINE OF STANDARD LIGHTS & BATTERIES

THE MODEL MAKERS FAVORITE!



POWERFUL CONSUMER ADS APPEAR IN

- Saturday Evening Post
- Life
- Colliers
- Sports Illustrated
- Farm Journal
- True
- Outdoor Life
- Business Week
- Boy's Life
- Popular Electronics

Metal-clad
6 volt battery for general outdoor applications!

Little-Six and Giant-Six
1 1/2 volt dry cells for general ignition, telephone, and electronic service.

Flashlights
are available in gleaming combinations of chrome and enamel in 2, 3, and 5-cell models, and in eye-catching display assortments.

BURGESS BATTERIES **CONTACT YOUR BURGESS DISTRIBUTOR TODAY!**

BURGESS BATTERY COMPANY FREEPORT, ILL.

DISTRIBUTOR NEWS



MOST IMPORTANT feature of Hotpoint's recent "River Boat" showing for dealers in the Philadelphia area occurred when Jim Kelly, national merchandising manager for the company, presented the new line of TV receivers.

Dixie Philadelphia Style

Hotpoint unveils its new TV line to 600 Pennsylvania dealers with a helping of entertainment, a name orchestra, and a riverboat cruise

The showboat, once a common sight on American rivers doesn't appear on the scene very often these days. One such appearance did take place on the Delaware River during the recent unveiling of Hotpoint's new television line to dealers in the Philadelphia area.

Billed as a "Show Boat" cruise the showing took place on a chartered Wilson Line boat which had been appropriately decorated in the Mississippi riverboat tradition. Dealers attending were welcomed on the wharf by a Dixieland band and were entertained during a five-hour cruise by such top flight attractions as Ray Eberle's orchestra, TV star Eydie Gorme, and other performers.

An intensive advertising cam-

paign presented to the over 600 dealers and their wives emphasized the promotional activity the company was expending to dramatize the new sets to consumers in the area. Hotpoint executives who hosted the event and presented the line were Jim Kelley, national merchandising manager for Hotpoint TV; C. D. Smith, district manager for Hotpoint Appliance Sales Co., Philadelphia; and Jake Miller, regional manager of the Hotpoint TV division.

PERSONNEL APPOINTMENTS

Hotpoint Appliance Sales Co., Grand Rapids, Mich.—John Clerum, (sales manager).

Ohio Appliances, Inc., Columbus, O. Charles Kelly, (sales manager—RCA Whirlpool Div.).

Peirce-Phelps, Philadelphia, Pa. Joseph Ellinger, (sales manager, Youngstown Kitchens Div.).

Philco Distributors—John Hawkins, (general manager, Philadelphia); Ed Germain, (sales manager, appliance div., Chicago); Ira Brichta, (merchandising manager, Chicago).

Raymond Rosen & Co., Inc., Philadelphia, Pa.—Jack Shore, (sales manager, RCA radio department).

Wesco, Pittsburgh, Pa.—J. J. Riggs, (sales manager, major appliances).



DIXIELAND band and other entertainers performed for the dealers during course of five hour cruise on the Delaware River.

New Showrooms Shine



BUYERS' PARADISE is this General Electric Appliance Co. "living kitchen" showroom in Los Angeles, Cal., which top kitchen dealers are using to make sales of entire kitchens. Dealers use the 14 "vignettes" to demonstrate how mix-or-match colored appliances can look in prospects' own homes.

G.E. APPLIANCE CO.

The new showrooms of General Electric Appliance Co. in Los Angeles stress the concept of selling complete kitchens. Constructed under the direction of S. B. Maher, branch manager for GEA, the new display kitchens show matched appliances in use.

"A modern functional kitchen contains many built-in appliances which now are integrated for the first time by design," Maher stated. "The demand for modern unified kitchens exists. It only remains for dealers to take advantage of this new concept and merchandise it effectively."

"Merchandising all of these appliances, in a setting of color har-

mony, provides a dealer with vastly more opportunities than we have ever had before," Maher said. "When your customers see these gleaming functional items in proper settings, and realizing that the entire kitchen can be installed by one contractor for one price with permanent improvement to the home that can be financed over five years, the 'kitchen dealer-contractor' has a field of activity opened up that is bounded only by his own initiative and enterprise," he added.

Maher pointed out that General Electric Co. is making the new idea economically feasible by arranging through GE Credit Corp. for financing "living kitchens" over a five-year period, which can bring monthly payments for a complete kitchen as low as \$26.

DISTRIBUTORS APPOINTED

Altorfer Bros. Co.—Motorola-Philadelphia Co., Philadelphia, Pa.

Ben-Hur Mfg. Co.—Allied Music Sales, Toledo, Ohio; Frank Edwards Co., San Francisco, Cal.; Vachco, Inc., Louisville, Ky.; Tarbell Watters Co., Springfield, Mass.; Crowell Agencies, Ltd., Halifax, N. S.; Ward Johnston Electric Co., Ltd., Regina, Sask.; Munderloh Co., Ltd., Montreal, Que.

DuMont Labs., Allen B.—Charleston Electrical Supply Co., Charleston, W. Va.; Independent Distributors, Inc., Denver, Colo.

Eureka Williams Corp., Eureka Div.—Capitol Wholesalers, Indianapolis, Ind.; Richards Electric Supply Co., Cincinnati, Ohio; Moore Bros. Distributing Co., Houston, Tex.; Martin Electric Co., Dayton, Ohio.

Gibson Refrigerator Co.—Radio Specialty Corp., New Orleans, La.; Adolph Fruchter & Sons, Philadel-

phia, Pa.; Hafiger and Tobias Appliances, Pekin, Ill.; N & R Air Conditioning Corp., Brooklyn, N. Y.

Hamilton Mfg. Co.—Elliot-Lewis Corp., Philadelphia, Pa.

Magic Chef, Inc.—Delaware Valley Distributors, Inc., Philadelphia, Pa.; The Sampson Co., Chicago, Ill.

Necchi-Elna—Huey's Sewing Machine Co., Oklahoma City, Okla.

Republic Steel Kitchens—Ark-La-Tex Wholesale Co., Shreveport, La.; Kitchen Supply Distributors, Green Bay, Wisc.

Sentinal Radio Co.—Lappin Electric Co., Milwaukee, Wisc.; Keps Appliance Co., Pittsburgh, Pa.

Servel, Inc.—Tryman Distributors, Inc., Milwaukee, Wisc.

Whirlpool-Seeger Corp.—Heald Supply Co., Billings, Mont.; RCA Victor Distributing Corp., Springfield, Mo.; Flint Distributing Co., Salt Lake City, Utah.

Youngstown Kitchens—Goodman Electric Supply Co., Norfolk, Va.

for Results



McGraw-Hill Mailing Lists
Will Help You

- Merchandise your advertising
- Conduct surveys
- Get inquiries and leads for your salesmen
- Pin-point geographical or functional groups
- Sell direct
- Build up weak territories
- Aid dealer relations

Direct Mail is a necessary supplement to a well rounded Business Paper advertising program.

Most progressive companies allocate a portion of their ad budgets to this second medium at the same time as they concentrate on the best business publications.

600,000 of the top buying influences in the fields covered by the McGraw-Hill publications make up our 150 mailing lists. Pick YOUR prospects out of our Industrial Direct Mail catalogue.

Write for your free copy.
It contains complete information.

The **NEW YEATS "Shorty"**
STATION WAGON
& PANEL PICK-UP
appliance
dolly



Only 47" tall, this new Yeats dolly is designed for TV and appliance men who make deliveries by station wagon or panel delivery. No need to detach appliance for loading... the YEATS "Shorty" will slide into your vehicle with ease. Has same aluminum alloy frame, 30 second strap ratchet and caterpillar step glide as the standard size YEATS dolly! See your dealer today!

YEATS "Everlast" COVERS & PADS

Washer Cover



Furniture Pad



SEND postcard for full information
on our complete line TODAY!

YEATS appliance
dolly sales co.

2127 N. 12th St.

Milwaukee 5, Wis.



Make friends with your customers

Webb Manufacturing Co.
2918J N. 4th St., Phila. 33, Pa.

Send price of Slingabout or Wrapabout for
Model # _____ Make _____

☐ Refrigerator ☐ Freezer ☐ Dryer
☐ Range ☐ Washer (specify) _____

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

You sell the appliance on your showroom floor, but when you deliver it, you sell yourself. So if you want your customers to remember you with pleasure, do a professional job on every delivery. Protect appliances such as ranges and refrigerators with Webb Slingabouts. They guard the appliance against bumps and scratches, spare customers' paint and woodwork. Webbing handholds help men maneuver appliances smoothly into place. For further information about Slingabouts (water-repellent canvas jackets lined with soft flannel), fill in the coupon opposite.



SLINGABOUTS

For Radio, TV, Air Conditioners,
ask about Wrapabouts®

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MERCHANDISING

SUPPLEMENT

Products, Services—For More Sales, For More Profits

ADVERTISING RATE

\$25.10 per inch insertion. Contract rate on request. An advertising inch is measured vertically 1/4" on one column. There are 4 columns—48 inches to a page.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and quick way to handle appliances. Patented Step-On Lift—Retractable wheels. Cap. 1,000 lbs. Ship. wt. 45 lbs. REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. B

ROLL-OR-KARI CO.
Manufacturers, ZUMBROTA, MINNESOTA

HAND TRUCKS

For safe and easy handling of Ranges, Refrigerators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipment for heavy case moving since 1901.

SELF-LIFTING PIANO TRUCK CO.
425 N. Main St. Findlay, Ohio



You can take a 350 lb. appliance UP STAIRS—ALONE!

HYKER
SAVE \$10 A DAY
WHY PAY TWO MEN?
WALKS UPSTAIRS
YOU DON'T DRAG IT!
Write "HYKER" 908 W. Lycoming • Phila. 40, Pa.

FAMOUS Mend-it sleeve
Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 6 Sizes.
Just insert wire ends and crimp tight with ordinary pliers.
WRITE FOR CATALOG & FREE SAMPLE
MEND-IT SLEEVE MFG. CO.
3125 Gloria Terrace Lafayette, California



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

UNDISPLAYED—\$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. **DISCOUNT** of 10% if full payment is made in advance for 4 consecutive insertions. **POSITION WANTED**—undisplayed advertising rate is one-half of above rate, payable in advance. **BOX NUMBERS**—Count as 1 line.

DISPLAYED—Individual space with border rules for prominent display of advertisements. The advertising rate is \$14.50 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis. **EMPLOYMENT OPPORTUNITIES** \$30.75 per inch subject to agency commission. **AN ADVERTISING INCH** is measured 1/4" vertically on a column—4 columns—48 inches.

Oct. issue closes Sept. 15th.

COULD YOU MAKE AN ADVERTISING AGENCY ACCOUNT EXECUTIVE?

We are looking for a man who can bring us immigration of new ideas and a fresh understanding of the hardware field to handle an important growth account in this agency.

The man we want must be an executive. He could be the sales manager, merchandising manager or advertising manager of a manufacturer producing products for this field or of an outstanding distributor.

He should have some knowledge of advertising agency operation and be completely up-to-date on merchandising techniques and practices in the hardware field.

This man must be flexible and able to quickly learn advertising agency methods.

VanSant-Dugdale is a growing agency which has doubled its volume in the last five years. It offers attractive incentive compensation, retirement and a stock ownership plan.

If you think you're the man we're looking for, we'll welcome your resume, including picture—if possible. Send to Executive Vice President, VanSant-Dugdale, 15 E. Fayette Street, Baltimore 2.

Please do not write unless you feel you can confidently back up our requirements with facts.

WANTED NATIONAL SALES MANAGER HOUSEHOLD ELECTRICAL SPECIALTIES

By well established, independent appliance manufacturer with national multiple distribution, thru electrical, hardware, plumbing and heating supply distributors, also franchised sales thru major appliance distributors. Requires aggressive sales manager with thorough working experience in these fields, nationally.

Must be promotion minded—able to formulate sales plans—personally sell—hold sales meetings. Will spend 25% of time with national field representatives. Location Western N. Y. Salary and bonus. Good future for the right man. Submit complete resume. Replies confidential.

F-3461, Electrical Merchandising

Classified Adv. Div., P.O. Box 13, New York 26, N. Y.

REPLIER (Box No. 1): Address to office nearest you c/o this publication, Classified Adv. Div., NEW YORK: P. O. Box 13 (36) CHICAGO: 530 N. Michigan Ave. (11) SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITY OFFERED

Wanted Manufacturers Representatives to sell jobbers gas and electric water heaters, also portable electric room heaters—write outlining experience and territory covered. Economaster Sales, P. O. Box 1136, Nashville, Tennessee.

WANTED

Anything within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

Aggressive Manufacturers Agent looking for Electrical or Housewares Lines for state of California. Agent has 8 1/2 years successful selling experience with country leading manufacturer of traffic appliances. All inquiries held in strict confidence. Address replies to M. E. Stocks, 256 Karen Way, Mill Valley, Calif.

Five Rules for Selling Today



LAURENCE WRAY
Editor

1. Re-examine your capital structure. Too many dealers fail because of lack of adequate working capital. When you take on a new line—air conditioners, dishwashers, freezers, kitchens or color television, for instance—theoretically you are going into a new business and should realize that a new business requires a capital investment. You had to have some capital to start in business in the first place. And so, if you are adding a new line of business to the one you already have, you should be prepared to make a capital investment in it. This can be done from any of three sources—cash reserves of your own, supplier's credit, or bank and finance company credit. But it has to be done. You can't go along piling one business on top of another without financing it. The chief elements affecting working capital are inadequate turnover which results in too much inventory, or too much money tied up in accounts receivable. That means that you must keep careful control of inventory in relation to your sales potential and you should finance your installment receivables. Only then will you keep your working capital liquid. Only a few dealers have the cash resources, or the experience, to finance their own paper. But if you cannot find adequate working capital in your own business to make an adequate investment in new lines of merchandise then arrange for sufficient credit from your supplier, or your bank or finance company, to provide the funds.

2. Re-examine the location of your stores. Many dealers have clung to down-town, high rent districts because they felt that their identity with their customers might be destroyed if they moved. But suburbs have been expanding, shopping centers have been springing up, new highways on main arterial routes between towns have come into being; and the parking problem becomes more aggravated as each day passes. Department stores have taken to the suburbs and the shopping centers; big discount houses to the main highways where they can operate "super-markets"; and families generally, traveling more and more by car, find the convenience of parking a strong incentive to do business away from the down-town areas.

3. Re-examine your buying policies. The buying function is almost equally as important as the selling function in today's market. Large retailers, chains and the more important discount houses are able to wring price and service concessions from their suppliers which put them in a highly advantageous selling position. There is a valid argument here for cutting down on the number of competing lines. The more volume you are able to deliver to one or two suppliers, instead of spreading it out over four or five, the more concessions in price, in sales help, in co-op ad funds, in display material and in support for your special promotions will be forthcoming. If the buying function were not so important, we would never have seen the rise of the transshipper, who is generally able to deliver I.C.I. merchandise at carload prices. Keep your buying function as flexible

as your working capital and bank credit will permit. "Deals" are all part of today's competitive marketing picture and the more you shave your buying costs, the more you are contributing to your gross margin and your eventual net profit.

4. Re-examine the degree of identity your business enjoys in your community. When purchases of appliances, radio or television are being contemplated by your prospects, what proportion of them instinctively identify your place of business as "headquarters" for the product? Only concentration and saturation advertising and promotion will make your identity second nature to your customers. By concentration, I mean choosing an important advertising medium and sticking to it with the major portion of your advertising budget.

Suppose you are doing an annual volume in your particular community of about \$1 million a year and you elect to concentrate the major portion of your advertising and promotion budget in newspapers. Suppose you allocate 6 percent of your gross volume to advertising. That is \$60,000. Newspaper rates run about .30 a line for local copy. That is 180,000 lines; with co-op advertising allowances, you cut the rate to .15 a line, giving you a total of 360,000 lines a year, or 1,000 lines for every day in the year. That is saturation advertising of the type that makes your business easily the one most identified in the public's mind with your products. Or, if you think that you would do better to concentrate on radio or television time, by all means do so, but concentrate. Don't scatter your shots. One more point. Concentration and saturation advertising cannot be run on a hit and miss basis. You should have either a capable advertising manager, or hire an advertising agency to prepare the copy. On special sales or promotions, which should be fairly continuous, try to create some excitement so that the public will always be aware of you, something that will get you in the news.

5. Re-examine your handling of salesmen. Granted that pre-selling, at both the national and local level, will bring people to your stores, how expertly do you handle them? Here you are at the mercy of your salesmen. A salesman may work for you because he is primarily interested in making money, but a good salesman has certain extrovert characteristics that sets him apart from his fellows. He wants recognition for his efforts, apart from financial consideration. If you fail to express disappointment when a salesman hasn't done a good job, or when you withhold credit from the salesman who has done a good job, you have removed the greatest incentive to sales effort. The apathy of salesmen may be a reflection of your own attitude; if you don't publish records of each salesman's accomplishments—weekly, monthly, yearly—they will feel that you don't care who sells, or who doesn't. As John Wilson of National Cash Register puts it: "There can be no competitive spirit when no one knows who is the winner."

Excerpts from an address at the NARDA Institute of Management, Aug. 13, 1956



"A FULL DISPLAY of many different models of wringer washers makes our selling easier. It gives the housewife a choice — shows that we're trying to stock the equipment that fits her

needs and makes her work easier. It also shows that we're in business to stay — selling wringer washers to many other women in the neighborhood."

"We're selling more wringer washers than automatics"

Says Arthur N. Sherer of
Sherer Electric Co., E. Canton, O.



"CLEANSING POWER demonstrations convince women that Lovell wringers do a superior job of getting dirt out. Putting a thin dress through at the same time as a heavy towel dramatizes the 'all-the-way-across' pressure of Lovell wringers. The name Lovell helps us sell, too. Women know that Lovell means a quality product."



"VARIOUS PROMOTIONS keep prospects coming to us. We use the local paper and radio, take space at county fairs, and use road signs and neon lights. Our slogan 'Drive a little, save a lot' also lets people know that our prices are right. We keep our overhead down and can give a pretty good deal when it's called for."

"AND WHY SHOULDN'T WE? Wringer washers can do a week's wash in a third the time; they use less water, less power; they're less expensive; and they require less servicing. And we've found that because wringer washers are easier to maintain, they have a tremendous appeal for the 'do-it-yourself' men who like to do their own servicing."

"Service and price aren't the only factors in the popularity of wringer washers. As a matter of fact, we sell very few of the low priced models. It's the reliability of wringer washers that counts and their superior cleansing power. They tend to lint less, too."

"Sure, I'm optimistic about the future of wringer washers. Good products don't go off the market if they get the proper sales push. The market may or may not decrease; but we expect to continue making a nice profit on wringer washers."



PRESSURE CLEANSING WRINGER

Also makers of gas and electric drying systems
Lovell Manufacturing Company, Erie, Pa.

"Dryers sell more easily after a woman has purchased a wringer washer. Just like the wash is only half done when it's wet, we feel our selling job is only half done until we make a pitch for a dryer. The time to sell is when the customer is in a buying mood. Remind them they can get their work done quickest with a Lovell-equipped wringer washer and a dryer with a Lovell Drying System." Lovell Manufacturing Company, Erie, Pennsylvania.

**New 1957
Kelvinator
Automatic
Washers**

**TESTED AND PROVED
ON THE RETAIL FLOOR**



Model WAG-6
Packed with top-of-the-line features,
priced for volume sales

The Amazing

"Magic Minute"

60 seconds of automatic
pre-scrubbing with double-rich
suds before the regular washing
begins, cuts grease better,
washes everything cleaner

**THE MOST DRAMATIC, THE MOST
CONVINCING, AUTOMATIC WASHER
DEMONSTRATION FEATURE
TAKES ONLY 60 SECONDS!**

Proven Programs and Promotions are
now ready to enable the Kelvinator
dealers to take full and immediate
advantage of this sensational traffic
building sales-making Kelvinator exclusive

IT'S IN EVERY

New 1957 KELVINATOR

AUTOMATIC WASHER...

IMPOSSIBLE IN ANY OTHER WASHER

**SEE
NEW 1957
KELVINATOR
AUTOMATIC
WASHERS AND
DRYERS
IN THE
FOUR PAGE
FULL COLOR
INSERT...**

**Pages 65 to 68
in this issue**